

IMPACT OF 'WORK FROM HOME' AS A FAMILY FRIENDLY PRACTICE FOR INCREASING WORKFORCE PRODUCTIVITY DURING COVID19 TIMES IN STEEL MANUFACTURING INDUSTRIES IN ODISHA: A GENDERED PERSPECTIVE.

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- **Abstract:** "Work is not necessarily going to take place in offices or factories. It is going to take place everywhere, anytime." (Toffler A., The Third Wave, Morrow, New York, 1980). The research aims at analyzing the impact of 'Work from home' as a newly introduced family-friendly practice in steel manufacturing industries in Odisha, necessitated owing to the onset of the pandemic COVID19, and a gendered perspective of the same as well as the contributing factors supporting or hindering adoption of the same. For this validation, survey data were collected from 120 respondents through primary survey. For the research data analysis, factor analysis has been used along with likert scaling, Crohnbach's alpha has been used for checking reliability of data. In case of female respondents, 86.66 percent opined they are more creative and innovative when they are at 'work from home'. There is no variation in the opinion of both the genders regarding that they are more cared for and support their family better when they are on 'work from home'. 85 percent of male respondents opined that they are relaxed and exude greater positive energy when they are on 'work from home'. 66.66 percent of female workers agreed that they have greater flexibility of work due to 'work from home' while only 43.33 percent of male respondents opined the same. 66.66 percent of female respondents opined that their savings increased due to lesser commute to designated office spaces. Women employees although enjoying greater flexibility with respect to carrying out their assigned work responsibilities and their household chores, also face added challenges in managing overlapping work and household responsibilities due to blurring of time margins.
- **Keywords:** Work from home, steel manufacturing industries, male respondents, female respondents

