CHALLENGES FACED BY IT SECTOR IN INDIA – A SURVEY PAPER

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INTRODUCTION TO STRESS

Many people think of stress as a simple problem. In reality however, stress is complex and often misunderstood. We all know that stress is the body's reaction to any demand on it. Perceptions of events, whether positive or negative, activate stress. It is, therefore, a highly individual affair. What is stressful to 'X' may not be so to another. But it is fairly easy to conclude that everyone lives under a certain amount of stress. In fact, the only people without stress are dead. At the same time it is certainly wrong to conclude that stress is always bad. Mild stress may improve the productivity. It may force people to focus more sharply on the problem and produce solutions. But if stress is severe and persist for long periods of time, it can be harmful. Stress can be disruptive to an individual as any accident.Stress refers to the strain from the conflict between our external environment and us, leading to emotional and physical pressure. In our fast paced world, it is impossible to live without stress, whether you are a student or a working adult. There is both positive and negative stress, depending on each individual's unique perception of the tension between the two forces. Not all stress is bad. For example, positive stress, also known as eustress, can help an individual to function at optimal effectiveness and efficiency.Hence, it is evident that some form of positive stress can add more color and vibrancy to our lives. The presence of a deadline, for example, can push us to make the most of our time and produce greater efficiency. It is important to keep this in mind, as stress management refers to using stress to our advantage, and not on eradicating the presence of stress in our lives.On the other hand, negative stress can result in mental and physical strain. The individual will experience symptoms such as tensions, headaches, irritability and in extreme cases, heart palpitations. Hence, whilst some stress may be seen as a motivating force, it is important to manage stress levels so that it does not have an adverse impact on your health and relationships.Part of managing your stress levels include learning about how stress can affect you emotionally and physically, as well as how to identify if you are performing at your optimal stress level (OSL) or if you are experiencing negative stress. This knowledge will help you to identify when you need to take a break, or perhaps seek professional help. It is also your first step towards developing techniques to managing your stress levels.

WHAT IS STRESS

Stress may be understood as a state of tension experienced by individuals facing extraordinary demands, constraints or opportunities

Stress Defined as

"Stress is an adaptive response to an external situation that results in physical, psychological and behavioral deviations for organizational participants."

"Stress is a person's adaptive response to a stimulus that places excessive psychological or physical demands on that person"

REVIEW OF LITERATURE

Prof. Robbins

According to Prof. Robbins stress is a condition in which an individual is confronted with an opportunity, constrain or demand related to what he/she desires and for which the outcome is perceived to both uncertain and important. So, stress is associated with:

- Constraints or demand
- Uncertainty over the outcome which is regarded as important

Miller and Hester (1986)

Miller and Hester reviewed stress management training techniques and found they included such approaches as relaxation training, biofeedback and systematic desensitization (i.e., focusing on environmental factors to reduce anxiety). Miller (1992) also identified aerobic training as a stress management approach. Other approaches have included meditation, muscle relaxation and transcendental meditation.

Fletcher (1988)

It has been shown how the further down the skill level in the 'job chain' one looks the worse off the mental health of those groups becomes. Further it has also been shown how…. "Conditions of work most adverse to workers" health is to be found in blue collar professions and in some health care positions such as nursing. A common and possibly decisive denominator of these work conditions is that they expose the worker to a combination of high psychological stress and physical workload and a low level of decision latitude."

Brown Et Al (1990)

A recent study by Brown Et Al examined the relationship between stressful life events and drinking outcome among male alcoholics who had completed an alcohol treatment program. Approximately 40% of the pre-treatment stressors were found to be directly or indirectly related to alcohol use. Results showed that men who returned to drinking after treatment experienced more serve or highly threatening stress before their relapse than men who re

Spector & Connell (1994)

As an individual , the issues of 'Locus of Control'(LOC), whereby one may perceive oneself as a victim or an agent of control in one's own life(external or internal LOC), appears to be one of three key personality facts linked to how an individual reacts to stressful situation . The other two are:

Negative Affectivity or the tendency to experience a variety of negative emotions across time and situations; and type A personalities who seem to be hyper- reaction to uncontrollable stressors and more reactive than type B.

OBJECTIVES

Primary objective:

The main purpose of this research is to determine the important drivers of job stress and to analyze the effect of job stress on the performance of the IT people.

Secondary objective:

1. To identify the main reasons of stress among IT people.
2. To study the effect of stress on their performance
3. To find the methods of removing stress and the effectiveness of methods

METHODOLOGY

RESEARCH DESIGN

The survey method is the basic research design. The structured questionnaire was administered to the respondents, which solicits information about their level of job stress.

SAMPLE SIZE

A survey of 5 IT companies people working in different organizations provided the database for this study. The sampling technique used was convenience sampling under this sample of respondents was chosen according to the convenience of the researcher

EVALUATION

After scoring the questions, the raw data are used to draw charts. These charts are further analyzed to draw inferences and deductions about the impact of job stress and to identify the main methods to remove stress.

Employee's opinion about how to reduce stress

➢ "Just smile away" An employee- Infosys
➢ "Just believe in your self and just do what your heart wants" An employee- Infosys
➢ -"Talking to family members,- Watching TV or listening good music, - Going for a walk or long drive" An employee- **Wipro**
➢ "Believe in God" An employee- **HCL**
➢ "Respect yourself and give time to yourself" An employee- **TCS**
➢ "Working in environment welfares, lot of positive attitude. Positive attitude is only that reduces stress and achieves success. Most of the people frustrate due to lack of positivity and stress level climbs up due to that. So get positive attitude about work, about life, and forget the stress" An employee- **TCS**
➢ "We should do such activities from which we get happiness and also make others happy. Pass your time with your close friends and relatives." An employee- **TCS**
➢ "Play and watch cricket" An employee- **HCL**
➢ "Listen music and spend time with family" An employee- **Wipro**
➢ "Get adjusted with others, Find and spend time for prayer, Study the scriptures, See oneness in all, All are

manifested of the supreme GOD" An employee- **Capital IQ**

COMMON CAUSES OF STRESS

Stressors are the things that cause stress. It is important for an organization to understand and be able to recognize stressors because they cause job-related stress, which influence work attitude and behavior of employees. The major causes of stress are given below:-

1. Organizational Stressors
2. Personal Stressors

These two stressors are main causes of stress and these are also known as organizational factors and life factors. These also show three categories of stress consequences:-

1) Individual consequences
2) Organizational consequences
3) Burnout
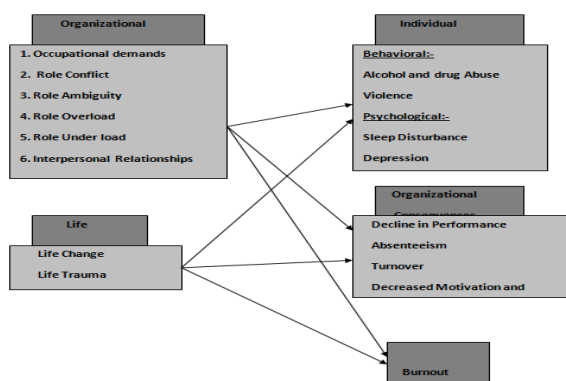
This diagram shows the relation between Organizational stressor, Life stressor and between individual consequences, organizational consequences, and burnout.

HOW TO REDUCE THE STRESS

1. **JOB ANALYSIS** Job Analysis is a useful technique for getting a firm grip on what really is important in your job so that you are able to perform excellently. It helps you to cut through clutter and distraction to get to the heart of what you need to do

2. **RATIONAL & POSITIVE THINKING**

   You are thinking negatively when you fear the future, put yourself down, criticize yourself for errors, doubt your abilities, or expect failure. Negative thinking damages confidence, harms performance and paralyzes mental skills.Unfortunately, negative thoughts tend to flit into our consciousness, do their damage and flit back out again, with their significance having barely been noticed. Since we barely realize that they were there, we do not challenge them properly, which means that they can be completely incorrect and wrong.

3. **MEDITATION AND RELAXATION**

   Mind gets the needed relaxation when we engage in a creative hobby like painting, reading, gardening etc. the wonderful effect of prayers as a relaxation measure have been well documented in our ancient scriptures. Meditation also helps in putting our nagging thoughts to rest. Mediation is a way of focusing on something in a relaxed state in a serene and quite environment. You can focus on muscular relaxation, an

image, an object, a symbol, a point or anything you like.

4. CLEAR CAREER PATHS

To reduce uncertainty, each employee must be sure of where he is heading for, say after 5 years within same organization. A clear career path and the job rewards and the benefits that follow committed service would go a long way in preventing or reducing stress level greatly

5. ROLE CLARITY

Define employee roles clearly. Employees must have a clear understanding of the job. They must know what the company expects and be confident that they can meet these expectations. Stress, most often, occurs when employees are not very sure about their work roles or fear they cannot do their jobs

CHALLENGES FACED BY THE IT SECTOR IN INDIA

➢ The IT sector of India needs to discard its old model of service providing and operations. The old model popularly known as the ADM (Application, Development and Maintenance) is obsolete. It is imperative that the IT sector resorts to the new model of 'outcome based billing' and fixed contract based services

➢ The maturity of the offshore models has created a demand among the customers for a close proximity of the service providers which may even involve setting up of near shore stations for support.

➢ There is a stiff competition from China, Philippines and Eastern Europe which are also proving to be low cost and competitive countries. It is estimated that by 2020 they will be a 20% stakeholder in the global IT export scenario

➢ A shrinking talent pool in our country is also largely affecting the IT sector. The number of employable graduates in the business sector is as low as 10% to 15% while that of qualified and employable engineers is 26% only.

➢ IT giants like IBM and Accenture have now opened up their own centers in India with the same target audience as that of the Indian IT Sector.

➢ The proposed development of the tier 2 and 3 cities has not gone as planned so the entire IT sector is stagnated in the 9 major cities.

➢ It is imperative that the IT sector of India should focus on the new emerging trends like Social media, Mobility, Analytics and Cloud (SMAC)

➢ There is a need for a total revamping of the infrastructure of the IT sector which unfortunately is pending due to fund unavailability. Fund shortage is also affecting the medium and small IT enterprises which need a basic financial injection for their start-up

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