



**A FRAMEWORK FOR FUN IN WORKPLACE AT
PRICOL
COIMBATORE**



A Project Report

Submitted

By

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BONAFIDE CERTIFICATE

Certified that this project report titled "**A Framework for fun at workplace at Pricol**" , is the bonafide work of **Ms. Vishalatchi Preethi.E**, who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Internal Examiner

External Examiner



BONAFIDE CERTIFICATE

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DECLARATION

I, **Vishalatchi Preethi.E** hereby declare that the project report titled as **"A Framework for fun in workplace at Pricol"**, Coimbatore is an original work done by me in the partial fulfillment for obtaining the degree of Master of Business Administration from the Anna University, Coimbatore. It is the record of work carried out by me during the period from 26.06.12 to 06.08.12 under the guidance of **Dr.Vijila Kennedy**, Director KCT-BS.

The conclusion made in this project report is based on the data collected by me and no part of this work has been submitted elsewhere for any degree.

Place:

Signature:

Date:

Name :

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CHAPTER 1

INTRODUCTION

1.1. ABOUT THE STUDY

In years gone by people use to believe that fun is something that you do on a Friday afternoon or on a conference. Today people want and need to have fun while they are working. The idea that the workplace can include elements of fun has slowly begun to infiltrate corporate world, and the boundaries between work and “play” may be beginning to blur. Mixing work and nonwork activities by creating opportunities for employees to have fun together through public celebrations, entertainment, socials, games, and humour are among the strategies used to introduce “play” to the workplace. Advocates of fun at work believe that fun is essential in getting employees to think outside the box, creating energy among employees who may otherwise be unmotivated. Employees who enjoy coming to work are thought to be productive, satisfied, and loyal or at least that is what more and more corporations are promoting. While research does not support the claim that happy and satisfied employees are more productive, some firms are evolving their “cultures” to include a fun work environment.

The phenomenon of workplace fun, which largely originated during the light-hearted information technology (IT) and dot.com cultures of the mid-to late 1990s, has given rise to a new expectation for work. Casual dress days, stress-relieving activities such as massages and exercise rooms, and social events with the goal of engaging the workforce are slowly becoming commonplace. Companies are jumping on the fun bandwagon in hopes that offering the benefit of a fun workplace may help them to attract new talent, and reduce costly turnover. When fun is being implemented at work it is believed that courage and creativity get stimulated, it relieve stress, eliminates fear, helps in creating a productive, healthy work environment, connects the human spirit with the workplace, helps create an environment where people can just be the

best that they are, makes people more productive and it is a great way for leaders and managers to engage with employees

Fun at work, however, may take on different meanings depending on organizational climate and the attitude of management. Resistance to having fun in the work environment may be seen at all levels of management. Therefore, before companies embark on incorporating fun activities into their workplace, several key areas need to be addressed. The main purpose of this study is to develop a framework for implementing fun at workplace. The other goals include investigating the employee's willingness and their perceptions about the importance and effectiveness of fun work environments.

1.2. INDUSTRY PROFILE

The Indian auto component industry has been navigating through a period of rapid changes with great élan. Driven by global competition and the recent shift in focus of global automobile manufacturers, business rules are changing and liberalisation has had sweeping ramifications for the industry. The global auto components industry is estimated at US\$1.2 trillion. The Indian auto component sector has been growing at 20% per annum since 2000 and is projected to maintain the high-growth phase of 15-20% till 2015.

The Indian auto component industry is one of the few sectors in the economy that has a distinct global competitive advantage in terms of cost and quality. The value in sourcing auto components from India includes low labour cost, raw material availability, technically skilled manpower and quality assurance. An average cost reduction of nearly 25-30% has attracted several global automobile manufacturers to set base since 1991. India's process engineering skills, applied to re-designing of production processes, have enabled reduction in manufacturing costs of components. Today, India has become the outsourcing hub for several global automobile manufacturers.

Innovation and cost pruning hold the key to meeting the global challenge of rising demand from developed countries and competition from other emerging economies. Several large Indian auto component manufacturers are already gearing to this new reality and are in the process of substantially investing in capacity expansion, establishing partnerships in India and abroad, acquiring companies overseas and setting up greenfield ventures, R&D facilities and design capabilities.

Some leading manufacturers of auto components in India include Motor Industries Company of India, Bharat Forge, Sundaram Fasteners, Wheels India, Amtek Auto, Motherson Sumi, Rico Auto and Subros. The India's Top 500

Companies, published by Dun & Bradstreet in 2006, listed 22 auto component manufacturers as top companies in India with a total turnover of US\$ 3 bn. These companies are in the process of making a mark on the global arena, and some have already acquired assets abroad.

Industry Structure

The total turnover of the Indian auto component industry is estimated at US\$9 bn in 2006. The industry has the resources to manufacture the entire range of auto products required for vehicle manufacturing, approximately 20,000 components. The entry of global manufacturers into India during the 1990s enabled induction of new technologies, new products, improved quality and better efficiencies in operations. This in turn effectively acted as a catalyst to the local development of the component industry.

The Indian auto component industry is extensive and highly fragmented. Estimates by the Department of Heavy Industries, Government of India, indicate there are over 400 large firms who are part of the organised sector and cater largely to the Original Equipment Manufacturers (OEMs). Another 10,000 firms exist in the unorganised sector that operates in a tier-format. The firms in this segment operate in low technology products and cater to Tier I and Tier II suppliers and also serve the replacement market around 4% of the companies operating in the auto component segment cater to 80% of the demand emanating from OEMs. Within the unorganised segment, apart from supplying in the aftermarket, a number of players are also involved in job work and contract manufacturing.

The range of products manufactured, with each broad product segment having a different market structure and technology, has negated any possible concentration of the market in a few hands. The market is so large and diverse that a large number of players can be absorbed to accommodate buyer

needs. However, there are a select few large companies that have integrated their operations across the value chain. The key to competing in this industry is through specialisation by product-type, and integrating operations across the related area of specialisation.

Industry Growth

Production of auto ancillaries was estimated at US\$10 billion in 2005-06 and has been growing at a robust 20% per annum since 2000. Exports of auto components have been strong growing at 24% per annum since 2000. This growth in exports if sustained for another five years will see India's auto components exports will touch US\$ 5 billion by 2011 from the US\$ 2 billion at present.

Till the 1990s, the auto component industry was solely dependent on the domestic automobile industry to drive the demand for ancillary products. This composition of the market however is undergoing radical changes with global outsourcing gaining momentum. In recent times, exports has emerged as a significant driver of growth, and the demand emanating from global OEMs and Tier I manufacturers has opened new opportunities for the auto component industry in India. At the same time, a bright outlook for the domestic automobile industry also offers significant growth potential, given the fast rising income levels with a rapidly growing middle and high income consumers.

Share of exports in total production has risen from 10% in 1997 to 18% in 2006. The composition of exports in terms of the proportion of OEM and aftermarket has also undergone a sweeping change since the past decade. The ratio of OEM to aftermarket has changed from 35:65 in the 1990s to 75:25 in 2006. While exports have been booming, there has been a sharp rise in imports of auto components as well, especially in the last three years. From an

import of US\$ 250 million in FY03, they have gone up to US\$750 mn in FY06. This is a healthy trend, indicative of rising domestic demand.

The auto components segment has seen declining growth rates between 2006 (3.4% YOY) and 2008 (1.5% YOY). The global auto component sector increased from USD 560 billion in 2004 to USD 625.2 billion in 2008, representing a CAGR of 2.8%. The market for auto parts and equipment is highly fragmented with the top four players (Affinia, Valeo, Delphi and Federal Mogul) accounting for less than 2% of aggregate global revenues. On the other hand, the top four players in the tire and rubber market, namely, Bridgestone, Michelin, Goodyear and Continental, hold more than 64% of global revenues⁵. Majority of automobile production activities are concentrated in Japan, China, India and Thailand due to the availability of cheap raw materials and increasing demand for automotive products from the domestic market.

The auto component sector is expected to increase at a CAGR of 0.3% between 2008 and 2013 with Asia being a major contributor to the growth story on account of increased manufacturing activity in India, China, and Thailand. This sector is expected to fall in terms of value by 2.1% YOY in 2009 on account of the decline in automobile demand particularly from the US and Europe caused by the global economic slowdown. However, driven by demand for fuel efficient cars, auto component manufacturers in emerging economies are likely to flourish.

The auto components industry has made a steady progress towards strengthening its manufacturing capabilities and setting up reliable production systems. However, the improvements have not been uniform across the supply chain. At present, a wide gap exists between the progress made by tier-1 suppliers and those belonging to lower-tiers consequent to their prevalent lack of awareness and weaker financial strength.

1.3. COMPANY PROFILE

1.3.1. PRICOL LIMITED

Premier Instruments & Controls Limited is primarily an Automobile Ancillary Unit with diversification in the recent years into Electronic Control Instruments, Precision Machine Tools, Panel and Sensor Instruments for Defence and Industrial Gauges. Its main line of business is manufacture of automotive instruments and allied accessories.

The Company was established in 1972 and commenced commercial production in the year 1975 with an initial capacity of 4 lakh Nos. of Dashboard Instruments per annum at its factory in Coimbatore.

The Company registered consistent growth in the turnover over the years due to its dedicated personnel and commitment to quality and service. Continuous Research & Development work and multi disciplinary Engineering Base has strengthened its capacity to cater to the changing needs of the end users within a reasonable time. The Company has set up an assembling unit at Gurgaon, Haryana, with an annual installed capacity of 5 lakh Nos. of Dashboard Instruments, to be of better service to OEM customers situated in the Northern Region. The commercial production at assembling unit at Gurgaon commenced in April, 1988.

The Company increased its installed capacity from 4 lakh Nos. 34.50 lakh Nos. of Dashboard Instruments per annum over the period and has emerged as the market leader having a market share of more than 50% of OEM's requirements in the domestic market, catering to the needs of almost all the vehicle manufacturers in the country, besides meeting more than 40% of the

replacement market demand through the countrywide dealers net work. The turnover of the Company increased from Rs.10 lakhs during the year 1975, the year of commencement of commercial production, to Rs.1010 lakhs in the year 1985 end to Rs.5914 lakhs in the previous year ending 31st March 1994.

The Company has made a small beginning in Export of its products with a turnover of Rs. 2.88 lakhs in 1985. The Export turnover achieved during the last financial year ending 31st March 1994 - Rs.752 lakhs. The Company is the first among the few and only one in the automotive instrumentation field to obtain the coveted ISO 9001 Certificate in this country.

During the year 1985, the Company has entered into technical collaboration with M/s. NS International Ltd., U.S.A. (a subsidiary of M/s. Nippon Seiko Co. Ltd., Japan)for upgradation of existing technology in the manufacture of Dashboard Instruments for two wheelers. The technology has been fully absorbed.

During the year 1991-92, the Company has entered into technical collaboration with M/s. Nippondenso Co. Ltd. Japan for upgradation of technology in the manufacture of four wheeler Instruments thereby improving upon its quality levels and manufacturing methods to keep pace with the international technological government in the instrumentation field. The technology has been fully absorbed. The products manufactured by the company caters to the needs of the established vehicle manufacturers like Maruti, TELCO, Eicher, DCM, Kinetic Honda, Hero Honda, Escorts, TVS Suzuki, Ashok Leyland, Mahindra and Mahindra, Bajaj Auto, Bajaj Tempo, Tafe, Premier Automobiles, Hindustan Motors,etc.,

LEADING CUSTOMERS

Customer Foreign	Collaborator Products	Manufactured
Ashok Leyland limited	IVECO FIAT SPA, Italy	Commercial Vehicles & Engines
Bajaj Auto Ltd.	Kawasaki Heavy Industries Ltd., Japan	Motorcycles, Scooters, Mopeds & Three-Wheeler
Denzo Haryana Pvt.Ltd	Denso Corporation, Japan (Parent Company)	Multi Point Fuel Injection Systems
Eicher Motors Ltd.	--	HCVs & LCVs
General Motors India Pvt.Ltd.	General Motors Corporation, USA	Cars & MUVs
Hero Honda Motors Ltd.	Honda Motor Co. Ltd., Japan	Motorcycles

1.3.2. PRICOL CORPORATE SERVICE

Pricol Corporate Services provides strategic planning and advisory services for a variety of organizations employing a structured planning process, our seasoned professionals align our clients' essential business functions with their business goals.

Specifically, they provide their expertise in the following areas:

Human resource

Compliance issues, regulatory issues, performance management, obt & mdp.

Systems

System study, system development, system implementation

Finance

Financial advisory, project structuring, feasibility studies

Corporate strategy

Align a company's strategy & management objectives with the corporate strategy

Audit

Setting up internal audit system, compliance system

1.3.3. PRICOL PROPERTIES

Pricol Properties Limited, Coimbatore's leading property developers is the real estate arm of the Pricol group. They have carried forth into property development our excellence developed by experience over the years.

With a mission towards creating, a greener and more natural living space, they at Pricol Properties Limited, provide all the amenities that modern housing has, along with the warmth of a real home. Their Objective is to change the face of property development with emphasis on environmentally centered building practices.

Their Vision is to create a pristine environment where you can rest and invigorate yourself. Our properties are the perfect blend between convenience and seclusion to give habitats that are surrounded by greenery. Every facet of architecture is inspired by the soothing influence of the natural world to give you a home where you can bask in the simple pleasures of life which are all but absent in today's urban jungle.

In short it's about 'Breathing Life into Spaces. They specialize in Gated communities, Residential Apartments, Luxury Apartments and commercial buildings. They have transited onto a virtuous growth trajectory with expansion into Chennai, Bangalore and Mysore.

1.3.4. PRICOL TRAVELS

Pricol Travel is a part of the 1000 crore Pricol Group which employs 5000 plus people and is currently having factories in 7 locations in India and overseas. Pricol group is known for delivering professional and trusted products and servicing to its customers.

Pricol travel started operation in India since August 2000 with a primary focus on corporate travel management. We currently operate in 9 branches, in the prime south Indian states and employ 65 Staff

They create value in travel management using unique tools like travel policy compliance, MIS reporting, aligning suppliers to your travel needs, standardization and process management for corporate travel, best fare options thus resulting in saving travel costs upto 20%

They enhance your traveller's service experience by using technology to profile their preferences. Other tools such as our 24 hours in-house call centre, our online flight and hotel booking solution, quality checks – all add to your traveller's positive experience.

Some of our key differentiators are

- Customer focus: We understand the needs of a small-and-medium business, and we focus on your needs. Our services are customized to your needs.
- End to end travel solution: We are a one stop shop for all your travel requirements. We provide end to end travel solutions and value added services – air tickets, rail tickets, bus tickets, car rental, hotel, insurance, visa, Forex, and all your travel needs
- Low prices: We search all the possible sources before we propose a price for you, and provide you with the lowest possible price.

- Unmatched service: For us, the customer comes first. We pride ourselves in timely, professional & personalized services. Our services are customized to your needs.
- Cutting Edge Travel Technologies – We at Pricol Travel deploys various travel technologies to give our people tools to assist them to create a service which is speedy/error free yet highly personalized. Some of the technologies which we use are
 - A1 – To create profile travelers
 - A2 – To manage documents
 - A3 – To do quality check
 - A4 – To search best fares

SERVICES

We at Pricol Travel are well equipped to handle all travel related service for our customers with the same expertise we handle your ticketing. Few of the services we provide to our customers are listed below:

- Passport
- Visa Processing and documentation services
- Foreign Exchange
- Car rentals
- Health Insurance

Passport

The documentation team at Pricol Travel has a sound knowledge and is well equipped to assist you in obtaining your passports either through normal

or Tatkal service. We would be ever ready to visit your office and clarify all your doubts by assisting you in filling in the application and ensuring that you have all the required documents to obtain your passport.

Visa

We at Pricol Travel take care of all our customer needs by offering our best services and ensure that the necessary visas for their travel are acquired. We arrange for individual and group visas. In case our presence is required at your office we would be ready to be at your service to fill in your forms and ensure that you have the appropriate documents to apply for the visa. We also have the latest technologies which enable us to issue I - Visas for Singapore for last minute travellers. We regularly update our Website with circulars & holiday lists of the consulate to enable clients plan their travel accordingly. Our website also has the updated visa requirements and visa fees as per the consulate guidelines.

Foreign Exchange

Pricol Travel offers full scale foreign exchange services from all over India through a tie up with TT Forex. TT Forex is the foreign exchange division of TT Holdings & services Pvt. Ltd; set up to serve our esteemed personal and corporate clients. They are driven by the philosophy of the TTK Group, which has gained its formidable reputation in the government and corporate circles by earning the respect of each valued client

Services include

- Buying and selling of foreign currency cash over the counter transactions.
- Collection of foreign currency denominated cheques and drafts.

- Sending and receiving of telegraphic transfers on behalf of or for the benefit of customers.
- Shipment of foreign currency notes on behalf of customers.

Car Rentals

Experience the pleasure of travelling with us. PRICOL TRAVEL offers you top class car rental solutions at the most competitive price. So forget your travel woes and allow us to manage your travel needs with utmost efficiency and professionalism. We have an array of cars suited for different purposes and budgets. We welcome you to enjoy car rental services of international standard at a surprisingly cheap rate.

Travel Insurance

Pricol Travel provides excellent travel insurance coverage. Travelling whether for business or for leisure, exposes you to many risks: personal accidents, hospitalization in unfamiliar locations, lost baggage, baggage delay and even lost passports. We deal with TATA AIG network services .When you purchase Tata AIG travel insurance you have AIG travel insurance coverage and can use these services through a multilingual staff that is familiar with local conditions. TATA AIG Travel insurance products are high on service excellence, worldwide coverage and value for money.

1.3.5. XENOS

Everytime one steps into a vehicle, the first thought is of convenience and comfort. Modern automobiles are oriented towards providing the ultimate accessories to make every journey memorable, safe and comfortable. Automotive accessories from Xenos are geared to meet the demands of the modern-day automotive experience.

Since 2002 XENOS has been a leading name in the auto accessory industry for manufacturing and supplying the widest range of Automotive Accessories. XENOS is headquartered at Coimbatore, Tamil Nadu and has its presence across 22 states with Regional offices at Delhi, Chennai, Mumbai and Kolkata. It has a dedicated technical support team of about 500 employees. Xenos' products are distributed through a network of 100+ nationwide distributors across 18 branches and around 50 service stations to ensure timely and assured service support for its products.

PRODUCTS

Safety and Security

- Vehicle Security Systems
- Gear Shift Locks
- 2 Wheeler Start Systems
- Reverse Parking Systems

Entertainment

- Head Units
- Amplifiers
- Active Sub Woofers

- Speakers
- TFT LCD Monitors

Convenience Products

- Car Mobile Charger
- Car Laptop Charger
- Cigarette lighters
- Power Sockets

Car Care

- Wash Products
- Wax Products
- Polish Products
- Interior Products
- Glass Products
- Wheel/Tyre Products
- Speciality Products
- Air Fresheners

1.4. STATEMENT OF THE PROBLEM

The working environment plays a major role which is monotonous leading to stress and the employees are not aware as to how to balance their work with life. This leads to many health problems and is a major reason for attrition. Anecdotally, it is agreed that some fun at the workplace is desirable and even necessary for letting go of the problems and worries of everyday working life. During the last decades, there has been a considerable interest about the promotion of fun in the workplace. However, fun, as an explicit concept is understudied, especially in the context of workplace where the demands are high.

1.5. SCOPE OF THE STUDY

The significance of the project lies in the development of a framework which can be implemented so that both the organizations as well as the individuals are benefited. This project is beneficial for the organization as it helps to increase the productivity, bring down the attrition rates, improve the working culture, relieves the stress of the employees and helps them to have a balance health. This is a most important aspect which would be adopted by all the companies in the next five years as they feel that the growth of the company lies in its employees. Though there are many reasons to resistance all the company's inspite of the barriers are trying to bring in this concept.

CHAPTER 2

REVIEW OF LITERATURE

Gifford (2002) proposes a theoretical framework for the study of the workplace, using an environment-behavior model. In this model, he identifies six main components: physical work setting, worker characteristics, work policies, worker-environment interaction, psychological processes, and outcomes. The framework is centered on worker-environment interaction, with three factors contributing to it (physical work setting, worker characteristics, and work policies) and two factors resulting from it (psychological process leading to a series of outcomes).

With the numerous factors that come together to make up a workplace, this model identifies and organizes them into a comprehensive framework through environment-behaviour interaction. Gifford's model serves as the basis for this research, guiding the methodology for the present study. Therefore, each of the six categories is further addressed in the literature review.

The concept of fun in the workplace began in Silicon Valley during the dot-com era of the nineties when start-up companies, replete with technology-driven employees just out of college, began to create a new corporate culture (van Meel & Vos, 2001). While spending 80 plus hours a week at work, employees began changing the office environment to suit their needs. They began making it a place for not only work, but also leisure activities. Pool tables, golf greens, beanbag chairs, and other fun items were incorporated into the office environment to offset the long hours at work.

The physical environment was not the only characteristic that dot-com companies changed. Employees began dressing casual, not just on Fridays, but everyday (Oleck & Prasso, 2001). The whole atmosphere took on a fun, youthful spirit at these dot-com companies. Business became less associated with work and more related to play (van Meel & Vos, 2001).

While the dot-com era has undergone changes, the idea of making work fun has remained in some sectors. Meyer (1999) asserts that a growing number of U.S. companies are incorporating fun into the workplace in order to boost employee morale, communication, recruitment and retention. A handful of businesses are examined by Meyer, focusing on how they implement fun and the benefits they have received. For example, Massachusetts PR firm Schwartz Communications features ping-pong tables, dartboards, video games and "Thank God it's Thursday" parties where employees drink beer and eat pizza. This fun atmosphere has been credited for the company's low 12% turnover rate, one third of the industry's average.

Some may find the idea of playing games at work to be surprising, as work and play are generally considered opposites; however, this idea can be misleading. Blanchard and Cheska (1985) use four general attributes to define play: voluntary, intrinsically motivated, involving active engagement, and having a make-believe quality. They maintain that the opposite of work is leisure, while work has the potential to be considered play. Furthermore, extensive research on play asserts that it is an important mediator for learning and socialization (Rieber, 1996).

Ford, McLaughlin, and Newstrom (2003) conducted an e-mail survey of 527 human resource managers to learn about fun at work. The most common ways of promoting fun were found to be casual dress days, recognition for employee achievements, and gatherings involving food and beverages. Managers believed that fun at work can lead to improved

employee recruitment, lower turnover rates, less absenteeism, more communication and commitment, improved organizational culture, and greater customer satisfaction. However, most managers believed that their employees were not having as much fun at work as they should. Overall, the human resource managers surveyed were strongly in favor of promoting fun at work.

A limitation of the Ford, McLaughlin, and Newstrom study is that it is conducted solely through surveys. It relies on self-reported answers, without the verification of on-site assessments. The study is also limited by focusing on the opinions of human resource managers, not the majority of lower-level employees who may have different views on fun in the workplace.

The concept of fun in the workplace can be linked to a changing labor market. With the new information era has come a new generation of employees. These workers are "educated, professional, self-managing, independent and increasingly mobile, moving upwards from job to job with little concern for the old security of 'job for life'" (van Meel & Vos, 2001, p. 328). These recent college graduates consider work as a form of self-expression, not just a way to earn money. They not only want a great salary and stock options; they want a fun and interesting job. Therefore, companies who are interested in attracting such employees are attempting to create workplaces that fit their modern lifestyles (van Meel & Vos, 2001).

Ford, McLaughlin, and Newstrom's 2003 study addresses how worker characteristics relate to fun in the workplace. Their survey of human resource managers investigated whether worker characteristics determine the type and amount of fun that employees desire. They found that while the age of the employees made little difference in the amount of fun, the age of managers predicted the number of fun activities, with younger managers being associated with more fun. The study also found that organizations with managers holding higher education levels were more likely to offer fun activities such as personal

development measures, recognition of personal milestones, and stress relief activities than organizations with less educated managers. A study by human resource consulting firm, William M. Mercer Inc. suggests that a number of companies have work policies aimed at promoting fun in the workplace (Employers stress workplace fun, 1999).

Fun in general is perceived as a positive subjective experience (Baldry & Hallier 2010); consequently it is difficult to categorize what is and is not fun from an external point of view. Workplace fun specifically is defined as a work environment that intentionally encourages, initiates, and supports a variety of enjoyable and pleasurable activities, such as participating in parties, giving awards, playing competitions, and gathering to have fun activities (Ford, McLaughlin, & Newstrom, 2003). Lamm and Meeks (2009) defined workplace fun as playful, social, interpersonal, recreational, or task activities intended to provide amusement, enjoyment, or pleasure.

Several lists of activities that contribute to fun are found in the literature (Chan, 2010; Ford, McLaughlin, & Newstrom, 2003; Karl, Peluchette, Hall-Indiana, & Harland, 2005). Most expressions of these activities have to do with personal events, professional milestones, social events, humor, games and competitions, or community involvement. But, the most highly appreciated are food related activities and outings (Karl, Peluchette & Hall, 2008).

However, the formal initiation that is implied in the above definitions of fun needs to be contrasted with organic fun (Stromberg & Karlsson, 2009), a concept that describes fun that is created spontaneously by individuals in the workplace. Stromberg and Karlsson (2009) in an observational study described how workers used humor in the form of joke telling, physical joking practices (e.g., nudges, pokes, tickles, jostles, grapples, dances, tactics of scaring people) clowning, nicknaming and satire to create by themselves a fun workplace. This is what they called organic fun, to differentiate it from

organized fun, the type of fun that is formally initiated and pre-organized. Also, Fleming and Sturdy (2009) conceptualized fun as an expression of the authentic self and associated it with diversity.

Plester (2009), after examining interpretations of fun in organizations, proposed that genuine (organic) workplace fun is spontaneous, contextual and has an unmanaged, liberated element that defies control. Fineman (2006) also notes that fun typically gains its "funness" from its spontaneity, surprise, and often subversion of the extant order.

It is important to consider the social-organizational resources in the workplace, for example a supportive climate, which has been consistently related to psychological well-being (Boudrias, et al., 2011) and is negatively associated with the risk of long-term sickness absence (Clausen, Nielsen, Carneiro, & Borg, 2012). Moreover, negative aspects of interpersonal relationships, especially with supervisors, are strongly related to job stress, negative job feelings, depression and physical health (Israel, House, Schurman, Heany, & Mero, 1989).

CHAPTER-3

RESEARCH METHODOLOGY

It is a way to systematically solve the research problem. It is the sciences of studying how a research is done. The researcher has explained the methods and steps adopted for achieving the purpose of the study and to arrive at a meaningful conclusion.

3.1. TYPE OF RESEARCH

The type of study is descriptive in nature.

3.2. OBJECTIVES OF THE STUDY

Primary objective:

- To develop a framework for fun at workplace in Pricol.

Secondary Objectives:

- To know the willingness of the employees to take part in fun activities.
- To suggest the activities that would be preferred by the employees.
- To suggest the possible outcomes when such activities are implemented.

3.3. DATA AND SOURCES OF DATA

The sources of data are both primary and secondary sources. The secondary data and the relevant material were collected from the magazines, company profiles, brochures, etc. The primary source of data for the study is collected from the employees of Pricol Limited, Pricol Travels, Pricol Corporate Services, Pricol Properties and Xenos. The tool used for data collection is 'Structured Questionnaire'.

3.4. TIME PERIOD COVERED

The time period covered is 45 days from June 26th to August 6th.

3.5. POPULATION AND SAMPLE SIZE

The population for the study comprised of employees of the Pricol companies. The primary data was collected from 32 respondents including the HR person. 12 were collected from Pricol Travels, 8 from Xenos, 4 from Pricol Corporate Services, 4 from Pricol Limited and 4 from Pricol Properties.

3.6. SAMPLING TECHNIQUE

The data was collected through convenient sampling as it is fast, inexpensive and easy as the respondents are readily available. The respondents are selected just because they are easiest to recruit making sure that atleast one respondent from each department was chosen.

3.7. STATISTICAL TOOL USED

3.7.1. PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. It is used in making comparison of two or more series of data. Percentage is used to describe relationships. It can also be used to compare the relative term, the distribution of two or more series of data. In this dissertation since 32 respondents are there, after the survey every data collected was converted into percentage by using the formula:

$$\text{(No. of respondents x 100) / 32}$$

3.8. LIMITATIONS OF THE STUDY

- The study is conducted within a short span of time.
- The sample size is not large enough for a detailed and accurate study.
- Time factor on the employees front acted as a barrier to get valuable insights on their current working environment.

CHAPTER 4

ANALYSIS AND DISCUSSION

4.1. PERCENTAGE ANALYSIS

CURRENT WORKING ENVIRONMENT

The objective of this is to know the opinion of the employees about their current working environment.

TABLE 4.1

S.No.	Current working environment	No. of respondents	Percentage
1.	Interesting	19	59
2.	Not bad	9	28
3.	Monotonous	3	19
4.	Boring	1	3
5.	Total	32	100

INFERENCE

When the respondents were asked about their current working environment, 59 percent of the respondents rated it to be interesting. 19 percent felt it to be monotonous which shows that the employees are not much happy about their work for which the company can provide career development opportunities for its employees. Only 3 percent rated their working environment as boring. This could be overcome by improving the work climate by motivating staff and providing challenge, clarity, and support.

OPINION ABOUT IMPLEMENTING FUN ACTIVITIES AT WORKPLACE

The objective of this is to find out what is the opinion of the employees about implementing the fun activities at workplace.

TABLE 4.2

S.No.	Implementing fun activities	No. of respondents	Percentage
1.	Productive	13	40.5
2.	Meaningful	14	44
3.	Boring	-	-
4.	Waste of time	5	15.5
5.	Total	32	100

INFERENCE

44% of the employees felt that implementing fun activities at workplace to be meaningful and 40.5% felt it to be productive. This shows that the employees are looking forward for such activities which when implemented will produce the desired outcomes. Only a small number of the employees felt it to be a waste of time when can be overcome by scheduling such activities properly in such a way that it is appreciated by all.

WILLINGNESS

To find out how many employees would take part in such activities when they are implemented.

TABLE 4.3

S.No.	Willingness	No. of respondents	Percentage
1.	Yes, I will	12	38
2.	May be	6	19
3.	If time permits	12	38
4.	No, I wont	2	6
5.	Total	32	100

INFERENCE

38 percent of the respondents said that they would be willing to participate if such activities are taking place in their organization. 19 percent said that they may be a part of it, while 38 percent said that they would be a part of it only if time permits which shows that time should be planned in such a way to incorporate these activities. Therefore, majority of them are looking forward for such activities while the employees who said they won't be a part of it is only 6% .They should be motivated to participate in such activities.

TIME DURATION

This is to find out the duration of time the employees would be ready to spend on fun activities.

TABLE 4.4

S.No.	Time Duration/month	No. of respondents	Percentage
1.	30 minutes	6	19
2.	1 hour	9	28
3.	2 hours	6	19
4.	Half a day	11	34
5.	Total	32	100

INFERENCE

When the respondents were asked what would be the ideal time they would be willing to spend on such activities (per month) without compromising on their current work schedule, 6 of them chose 30 minutes, 6 chose two hours, 9 chose one hour, while the highest rating was given for half a day which was chosen by 11 of the respondents. So, fun activities should be planned atleast for half a day.

LEADING A TEAM

To find out how many of the respondents were leading a team and also to know whether they would encourage their team members to participate in such activities.

TABLE 4.5

S.No.	Leading a team	No. of respondents	Percentage
1.	Yes	7	22
2.	No	25	78
3.	Total	32	100

INFERENCE

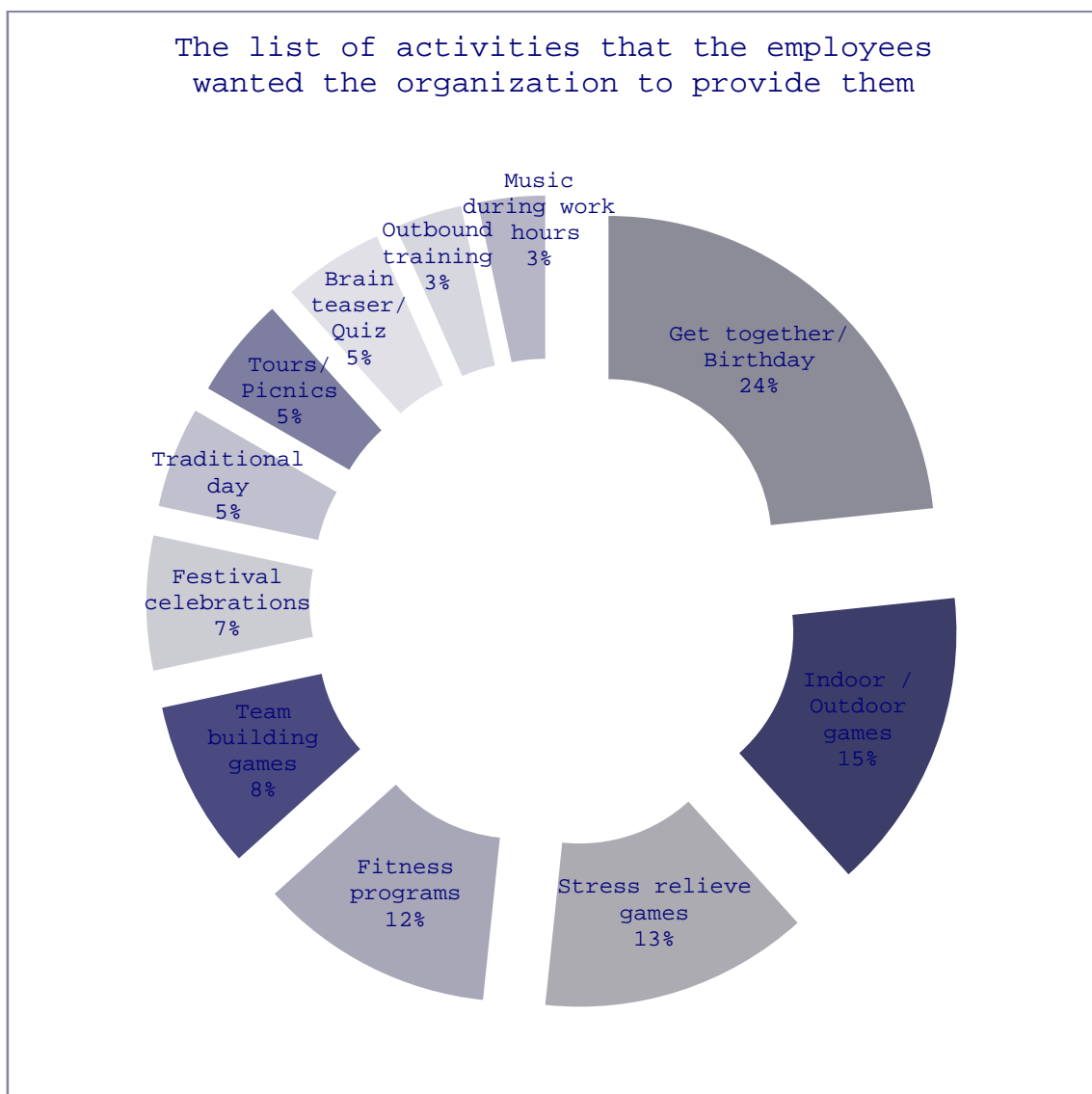
Out of the 32 respondents only 7 of them were leading a team. 6 among the 7 said that they would encourage their team members to participate in these activities, while only one said that he would like his team to enjoy and then get back to work instead of participating in such activities during the working hours.

FUN ACTIVITIES

To find out the various activities that the employees expected the organization to provide them.

TABLE 4.6

S.No	Events	No.of respondents	Percentage
1	Birthday Celebration/Dinner with colleagues/Get together	14	24
2	Indoor games/Outdoor games	9	15
3	Stress relieve games/Yoga classes	8	13
4	Fitness programs	7	12
5	Team building games	5	8
6	Festival/New-year celebrations	4	7
7	Women's day/Traditional day	3	5
8	Tours/Picnics	3	5
9	Brain teaser/Quiz	3	5
10	Outbound training	2	3
11	Music during work hours	2	3

FIGURE 4.1**INFERENCE**

They respondents have suggested only a few specific activities like having birthday celebrations, yoga classes, and music during work hours. Analyse should be done to choose activities that would be appropriate to implement and it should be such that both the company and the individuals are benefited.

POSSIBLE OUTCOMES

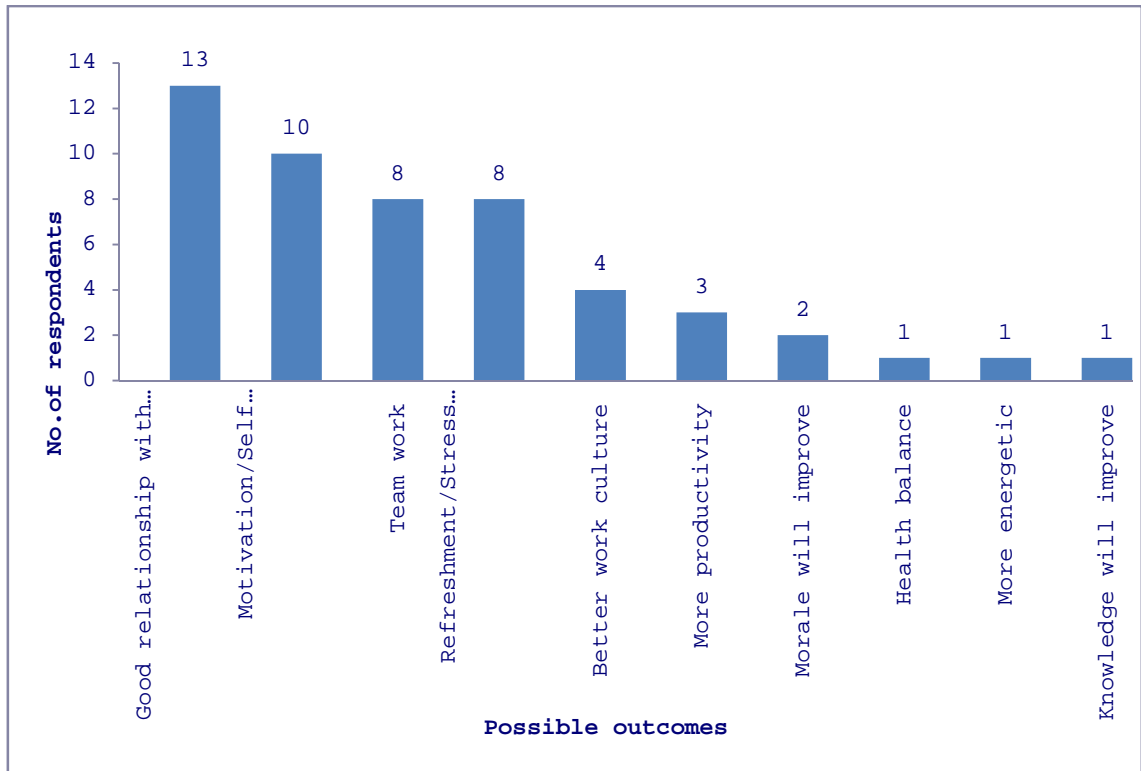
To find out possible consequences that the respondents feel would take place when fun is implemented at work.

TABLE 4.7

S.No.	Consequences	No. of respondents	Percentage
1	Good relationship with colleagues/Coordination	13	25
2	Motivation/Self Confidence	10	20
3	Team work	8	16
4	Relaxation/Refreshment/Stress less work	8	16
5	Better work culture	4	8
6	More productivity	3	6
7	Morale will improve	2	4
8	Health balance	1	2
9	More energetic	1	2
10	Knowledge will improve	1	2

FIGURE 4.2

The list of consequences that would happen when fun at work is implemented



INFERENCE

Thus 25% of the respondents had a perception that the relationship with the colleagues will improve. 20% perceived that such activities will increase self motivation. While team work and stress less work both was rated at 8%. The remaining was attributed to the work culture, productivity, morale, health balance, energy and knowledge. Thus, these were the perceptions of the respondents when fun is implemented at the workplace.

POLICY DOCUMENT

Company : Pricol

Policy : Fun at workplace policy

Designed: July 2012

OBJECTIVES

To develop a framework for implementing fun activities at workplace and this is done by taking the perceptions of the respondents into consideration.

- To suggest suitable activities that would be beneficiary for both the individual as well as the organization.
- To come up with the frequency of occurrence of fun practices at work so that it remains effective.
- To find and suggest the appropriate person who would be responsible for implementing fun at workplace.
- To give the possible outcomes of the activities held for the individuals, group and organization.

It is the responsibility of the HR Manager to frame the policy document.

FRAMEWORK

1. Individual Development

A. ACTIVITIES

i. Birthday celebrations

There can be various kinds of celebrations in office, the most common being birthday celebration. No matter how old or young you turn, birthdays have this joy attached to them. It gives the employees a chance to break from the boring routine of office and have some fun.

ii. Yoga at work

Studies have shown that adding yoga into your work day can relieve your stress, improve your mood and even increase your focus.

Benefits:

- It is a combination of physical postures and breathing, often combined with meditation.
- Yoga focuses on better breathing. Better breathing deepens and lengthens the breath, leading to physical, emotional and mental benefits. The deep breathing alone stimulates relaxation and an increased sense of calmness.
- The combination of postures, breathing and meditation can decrease your blood pressure and slow your heart rate. You can feel these and other benefits of yoga by simply

adding 15 minutes of yoga into your day, whether at work, home or school, or at a yoga class in a local fitness club or yoga studio.

iii. Recreational activities

Recreation is an essential part of human life and finds many different forms which are shaped naturally by individual interests. Recreational activities can be communal or solitary, active or passive, outdoors or indoors, healthy or harmful, and useful for society or detrimental. A list of typical activities could be almost endless including most human activities, a few examples being reading, playing or listening to music this helps the individuals to relax.

iv. Outbound Training:

One of the most unique aspects of outbound training is that trainees are immediately able to see the consequences of wrong actions and can see the tangible difference that can be made by a change in thinking and behaviour. The trained facilitators enthusiastically help them to extrapolate the learning from these outdoor activities to their workplace.

In the outbound programs, participants are made to go through various outdoor activities where they will be required to face challenging situations as individuals and teams.

This will help them see the importance of communication, leadership, teamwork, planning and delegation. Many consider outbound training as one of the best platforms for personality development, confidence building and team building.

v. Brainteasers

The term "brain teasers" is used to refer to everything from Sudoku grids and crossword puzzles to physics problems and paradox conundrums. While they are highly entertaining, brain teasers may also help to improve concentration, focus, spatial awareness and organization skills. Solving logic puzzles and other types of brain teasers may even help you improve your general problem solving skills and your ability to recognize complex patterns.

vi. Quiz

A quiz is a form of game or mind sport in which the players attempt to answer questions correctly. Quizzes are also brief assessments used in education and similar fields to measure growth in knowledge, abilities, and skills. Quizzes are usually scored in points and many quizzes are designed to determine a winner from a group of participants, usually the participant with the highest score.

vii. Strategy games

A strategy game is a game in which the players decision-making skills have a high significance in determining the outcome.

a. Carcassonne

Square tiles are drawn and feature a puzzle like design. Placed together in different ways the game board is built as you play as you try to build cities, roads, fields, and cloisters scoring points both along the way and at the end. One of the fun aspects in multiplayer is that no one gets eliminated along the way and has to sit and watch the surviving players.

b. Settlers of Catan

One of the cooperation/resource trading games genre it features gathering of the resources you have access to such as wood, grain, wool, and brick and trading extras to other players so that you can each build your areas. Played on a board of interconnecting hexagons, it can be rearranged for each new game creating different strategies each time.

c. Scrabble

The game played on a 15×15 grid features players spelling out words for points. The game features areas with double or triple letter or word score and letters have more points if they are less commonly used. Fanatical players have actually gone as far as memorizing all the acceptable words from the Official Scrabble Players

d. Dominoes

The game features bones (tiles) with a number of pips on them. Players match them up trying to empty their hands by matching one of

the numbers with one of the free numbers on the table. Dominoes are also noted for being able to stand on end in long rows so that when one is knocked over they all fall in a row.

B. RESPONSIBLE

The team leaders are responsible for conducting these activities for the individuals of their team.

C. FREQUENCY

These activities should be conducted once a month so that each individual gets benefited. Proper policies should be formed for implementing these activities.

D. EXPECTED OUTCOME

- Health balance
- Self motivation
- Stress less work
- Morale will improve
- Knowledge will improve
- Individual feel energetic

2. GROUP DEVELOPMENT

A. ACTIVITIES

i. Team building games

a. Indoor games

For thousands of years people have invented Indoor games to amuse themselves when confined within a house or other building. Often these are played in social or family situations, or when darkness or bad weather prevent people from moving outside. are aimed towards generating the feeling of team-work, dedication, cooperation, creativity and confidence building, in a team. An active participation by the employees in such team building measures, makes learn a lot and the same spirits are shown in the field too. The objective is to make the team more productive and united. Various such games that can be played in cycle meets and seminars.

1. Make the chain: Objective – ‘Resource optimization by the team’

The game is played with n number of teams, wherein the teams are asked to make a chain with every available item present with each individual. The things could be wrist watches, ties, clothes, belts and anything. Individual are prohibited to use things from others. The idea is to make them think of how & where to use the tool. ‘Make the chain’ is one of the indoor games for team building, with an objective of enhancing the spirit of resource optimization. The team with the longest chain is declared the winner.

2. Kit layout: Objective – ‘ Organization & arrangement ’

The team members are asked to prepare a layout of a bedroom, or a drawing room or a kitchen. This activity needs to be done with the available resources with them. Say for instance, the chairs could be arranged to form bed or a sofa, similarly the napkins or table cloak could be used as walls or decorative items. The objective of the game is to teach the art of collective organization and arrangement, by the team members. The team who has prepared the best arranged and decorated room is declared the winner.

3. Hide & Search: Objective- ‘ Exploration & Reasoning ’

Hide & Search is one of the indoor games that alleviate the tendency of exploration and reasoning in the team members. The idea is to hide a particular item in the room or the conference hall and one particular team members have to find it in the minimum possible time frame. The game can be made more interesting by giving hints or ideas so that the search could be made more specific.

4. Story telling: Objective- ‘ Idea generation & imagination ’

Story telling is one of indoor games for team building aimed towards making the team members use the art of idea generation and imagination towards forming or telling an interesting tale.

The format of the game is that each team is provided with the same set of clues or incidence around which they have to weave a story. The story should essentially be having a lesson or moral attached to it. The team with the most interesting or engrossing tale is awarded the 'writer's gild award'.

b. Outdoor games:

Outdoor games can build teams in the corporate culture. Considering ideas such as ropes courses, staff Olympics or field days, and other outdoor activities that get employees physically active and engaged in problem-solving in a non-work context. When outdoor activities involve cooperation and competition in team events, you can build relationships between employees in different departments and between managers and workers.

1. Zoom and re-zoom

This activity helps build communication and problem solving skills in the team. A problem is given to the team. A story is made up, which contains the solution. The team is handed out pictures in a sequence, linked to the story. Each team member tries to explain his picture and find a link among the group. This requires patience and good communication skills. The story is linked and a solution to the given problem is found out.

2. Welded Ankles

This activity leads to communication, leadership skills and teamwork. Mark a straight line with bright paint or use a bright-colored rope. The game is that the team has to walk from start to

finish, maintaining contact of the ankles. If anyone from the group loses contact, the game has to be re-started.

You can even try different sports activities to build team spirit as well as individual strengths. These activities include a game of archery where one measures the level of concentration and strength, relay races on a bicycle or small motorbike. Plane old musical chairs is also a fun game to play outdoors. Charade ideas can also be tried to build team spirit within the group.

There are many conventional sports like basketball, baseball or even beach volleyball which help develop team building spirit. You can try many other activities like treasure hunt or rafting. Outdoor team building games are stimulating and helps members know each other better. Leadership skills, problem solving attitude and many more hidden attributes are discovered through outdoor games. These games not only help in developing a team, but it is also a great break from the daily mundane tasks.

ii. Brainstorming

1. "Situation brainstorming"

It is an activity that helps groups to stimulate new ways of thinking and build team cohesion. Ask each member of the team to share with the group a real-life work scenario that has presented a problem for him. Instruct him to share the problem in an objective manner, leaving out any details of how he handled it. The group then brainstorms and throws out potential ways to handle that situation.

2. Whose Line?

"Whose Line Is It Anyway?" is an activity based on the improvisation-based TV program of the same name. This activity uses the tenets of improvisation such as agreement and speaking all ideas without filtering yourself. Place household and office items in a pile and ask team members to work in pairs. Each pair takes a turn at the prop table, picking up the items and working together to make up fictional uses for each one.

3. Night and Day

"Night and Day" is a brainstorming activity that is based on opposite meanings. It is intended to shake up a team member's normal thought pattern to get her thinking outside the box in a new way, a crucial skill in brainstorming. Make a list of common words such as day, girl, round and so on. Say each word and ask the group to name the most obvious opposite of each word and eliminate those obvious choices. Then ask the group to name three more opposites for each word without using the eliminated word.

4. What Can You See?

“What Can You See?” is an activity to help a group see things in a different way which is helpful in brainstorming sessions when people need to seek new and innovative solutions to issues. Show the team three symbols: an “anti” sign, or circle with a diagonal line through it, a red octagonal stop sign without the word stop written on it, and a thought cloud such as the ones used in comics. Ask the group to write down what they see. Analyze everyone’s answers and explore who wrote literal answers versus creative answers and why.

B.RESPONSIBLE

The department heads should be responsible and they should encourage their team heads to conduct these activities so that the team members get benefited.

C.FREQUENCY

These activities should be conducted monthly once and its impact can be evaluated and the necessary changes can be made if needed.

Particular day should be allotted every month for conducting these activities.

D. POSSIBLE OUTCOME

- Coordination/Good relationship with the colleagues
- Team work

**POSSIBLE OUTCOMES WHEN SUCH ACTIVITIES ARE IMPLEMENTED
IN THE ORGANIZATION:**

Therefore, when such activities are promoted the outcome that the individual and group experience will have an impact in the organization. The outcomes for the individual, group and the organization are:

- More Productivity
- Employee engagement
- Better work culture
- Coordination/Good relationship with the colleagues
- Team work
- Health balance
- Self motivation
- Stress less work

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. Findings

- 59 percent of the respondents rated their organization as excellent, while 28 percent said that it was not bad and 19 percent felt it to be monotonous. Only 3 percent rated their working environment as "boring".
- Out of the 32 respondents 13 of them felt that it would be Productive, while 14 felt it to be Meaningful and 5 felt that it would be a waste of time.
- 38 percent of the respondents said that they would be willing to participate if such activities are taking place in their organization. 19 percent said that they may be a part of it, while 38 percent said that they would be a part of it only if time permits and 6 percent said that they will not participate in fun activities.
- Out of the 32 respondents only 7 of them were leading a team. 6 among the 7 said that they would encourage their team members to participate in these activities, while only one said that he would like his team to enjoy and then get back to work instead of participating in such activities during the working hours.
- The respondents suggested the activities that they perceived would benefit them. But they did not suggest any specific activity.

5.2. SUGGESTIONS

- Working environment could be made better by motivating staff and providing challenge, clarity, and support in their work. The company can provide career development opportunities for its employees.
- Some employees felt that implementing fun activities could be a waste of time which can be overcome by scheduling such activities properly in such a way that it is appreciated by all.
- Most of the employees are looking forward for such activities while only few of them felt it to be a waste of time. Those employees should be motivated by the team leader to participate in such activities.
- Fun activities should be planned atleast for half a day /month.
- Analyse should be done to choose specific activities that would be appropriate to implement at work and it should be such that both the company and the individuals are benefited.
- The HR manager should be the person to initiate this activity.
- Policy should be framed so that that it is followed the entire organization follows it.

5.3. CONCLUSION

Fun in the workplace is not an issue to take light-heartedly. In the workplace context where demands are increasing and the need for coping strategies to reduce stress is great, fun could play the role of an important coping mechanism that ameliorates the stressors or demands and contributes to wellbeing. But one cannot simply incorporate fun activities during work time and expect to have a result. Thus proper framework and policies should be implemented to achieve the outcomes.

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APPENDIX

A FRAMEWORK FOR FUN IN WORKPLACE AT PRICOL

QUESTIONNAIRE

Company name: Pricol Limited PCS PPrL
 PTL Xenos

Employee Details:

Employee Name:

Designation :

Department :

1. What is your opinion about the current environment in which you are working?

Challenging Monotonous Assortive Boring

Why do you think so?

2. What is your opinion about implementing fun activities at workplace?

Waste Of time Boring Meaningful Productive

3. If fun activities are taking place in the organization will you be a part of it?

Yes May be If time permits No

4. What are the fun activities that you would want your organization to provide you?

- _____
- _____
- _____

5. What is the time duration you think that would be sufficient to spend on such activities (per month) without compromising on your current work schedule?

30 minutes 1 hour 2 hours half a day

6. Are you leading a team?

Yes

No

If yes, would you encourage your team members to participate?
(Yes/No)

7. What do you think will be the possible outcomes, if such activities are implemented?

<p>➤ _____</p> <p>➤ _____</p> <p>➤ _____</p>
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