

GLOBALIZATION AND ITS EFFECTS ON THE HEALTH OF THE EMPLOYEES OF CALL CENTERS IN INDIA

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ABSTRACT

Globalization refers to going beyond national boundaries. It is initiated in India in the year 1991 under new economic policy proposed by Sri. Late P V Narasimha Rao. He got the support by Sri. Atel Bihari Vajapeyi, the then Finance minister was Sri. Manamohan Singh. The LPG provides solution to many problems like poor economic situations, under utilization of major resources, shortage of foreign currency. But globalization has both positive and negative impact on employees of call centers. Increase in employment opportunities, income generation and exposure in global market are advantages but it has limitations also like cross cultural issues, heavy work related stress etc. Its effects are mediated by income growth and distribution, economic instability, the availability of health and other social services, stress and other factors. In India, the Outsourcing industry is the "primary engine of the country's development over the last few decades, contributing broadly to GDP growth, employment growth, and poverty alleviation. But there are some negative aspects which cannot be ignored with growing importance to the globalization. Call centre is a voice based part of BPO organization. Human resources play a vital role in the successful functioning of these organizations. Here in this paper the concentration is made on the development of the call centres by the effect of globalization and the effects on the health of the employees.

KEYWORDS: GDP, BPO, Employment Growth, Globalization.

Introduction

Statement of the Problem

The goal of Globalization is to increase material wealth, goods, and services through an international division of labor by efficiencies catalyzed by international relations, specialization and competition. Anything which exceeds the limit is not good for the health. The thought applies to the economy also. The sector is showing a remarkable growth in the Indian context also with the opening of the economy to the world. Call center is a voice based part of BPO organization. Call centers are providing employment opportunities to the young generation and also building the confidence in them. Most of the employees are youngsters and they are facing a lot of health Problems. They are being loaded with stress. They are working on continuous night shifts, which affect their biological balance, the excessive workloads, unreachable targets and pressurizing customers are creating stress among the employees. The stress here is the problem of health, physically as well as psychologically. The present study is an attempt in this direction.

Objectives of the Study

- To identify the negative effects of the globalization on the health of BPOs.
- To provide suitable suggestions for the above stated problem.

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Methodology

The present study covers the analysis of conceptual framework, problems and suggestions with reference to the globalization and its effects on the health of the employees working BPOs. The entire analysis is based on secondary data and is collected from journals, books and websites.

Globalization and Health

It has been identified that global governance structures, global markets, global communication and the diffusion of information, global mobility, cross-cultural interaction, and global environmental changes are the important features of globalization. Globalization has many negative aspects like it spread some of the deadliest infectious diseases known to humans. Starting in Asia, the Black Death killed at least one-third of Europe's people. Even worse devastation was inflicted on the American supercontinent by European arrivals. 90% of the populations of the civilizations of the "New World" such as the Aztec, Maya, and Inca were killed by small pox brought by European colonization. Due to immigration, approximately 500,000 people in the USA are believed to be infected with Chagas disease. In 2006, the tuberculosis (TB) rate among foreign-born persons in the USA was 9.5 times that of U.S.-born persons. The globalization with all these brought some negative aspects on health also. The health of the people in India is being majorly affected by the globalization.

Globalization and Call Centers

The globalization and call centers have close relations with each other. When the globalization take place beyond the expectations the standard of living of the people and the literacy rate rises. The overabundance of literacy rate leads to recession. When the recession occurs in an economy the exploitation of the manpower is done. This is the present state of Indian economy.

With all the above the globalization has some major negative effects on the economy as well on the employees. The employees are being exploited and lack of job security is making the following health related problems on the call center employees.

- The young employees in call centers most of all work continuously on night shifts. They work during the night and sleep during the day. This leads to many psychological problems.
- The shift in work results in employee's sickness, irritable and depressed moods.
- The nature and pressure of this job causes major changes in the behavior of the employees.
- The employees have to deal with a lot of abusive and indifferent customers which is also one of the major reasons of stress these days.
- The nature of the job is that where a less scope for moving up in value chain (promotion and high grades). This effects on the psychological state of the employee.
- Another major problem is that alcohol dependence, smoking, sexual promiscuity and burnout are some of the common traits of some technologically brilliant, emotionally unintelligent or not so intelligent people. They may depend on all these to minimize their stress of job security, but in the long run the habits may destroy the life of the employees.
- The cultural clashes and career growth are some of the other important problems which have been the result of globalization.
- Lack of job security among the employees. Because the call centers most of all are private organization, the employees may feel insecure with their job as we discussed above.
- The company's policies i.e. on contract work, no hike in salary without accuracy etc. may also causes stress and health problems among the employees.
- Most of the employees are away from family. Because with the globalization BPO's have setup in urban areas only. Thus, most of the employees are from far areas.
- They do not have much emotional support. This also causes psychological health problems among employees.

Findings and Suggestions

- Good corporate governance is obvious requirement for any corporate world which leads to the safety of the employees. Here the employees of the call centers have to be given surety of their employment. The psychological state of the employees which is the major health problem can be decreased considerably with the good corporate governance.

- The economic payment of the salary can also decrease the pressure the health problems of the employees.
- Work process system alteration can decrease the health problems as well in the call centers.
- Providing adequate and good canteen facility to the employees of the organization should be made mandatory to maintain the good health of the employees.
- The local man power should be made use when the matter comes in giving approval to any new BPO in India, which could reduce inequality of the employment and reduces the stress among the employees.

Conclusion

From the entire article it is very cleared that globalization is a boon since it eradicated the un employment problem, improved economic conditions and provides exposure to Indian youth in global scenario. It has negative aspects too. The main one health impact. The major reason for the health problem in the call center is night shift work and work targets. The cultural clashes and career growth are some of the other important problems which have been the result of globalization. Corporate governance plays a key role in solving the above problems. It should change the workers in shifts such monthly general shift to night shift. Seminars and conferences and workshops must be offered to employees to learn easy and simple work procedures. Workers are ultimate in solving their problems. They should think broadly, understand that everybody has one or the other problem. So, it is decided to employees to adapt "Chelega" approach in some cases. They should also join their hands to the management in creating the healthy environment. In fact, it is rightly said that health environment leads to healthy workers and healthy relationships among them.

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