

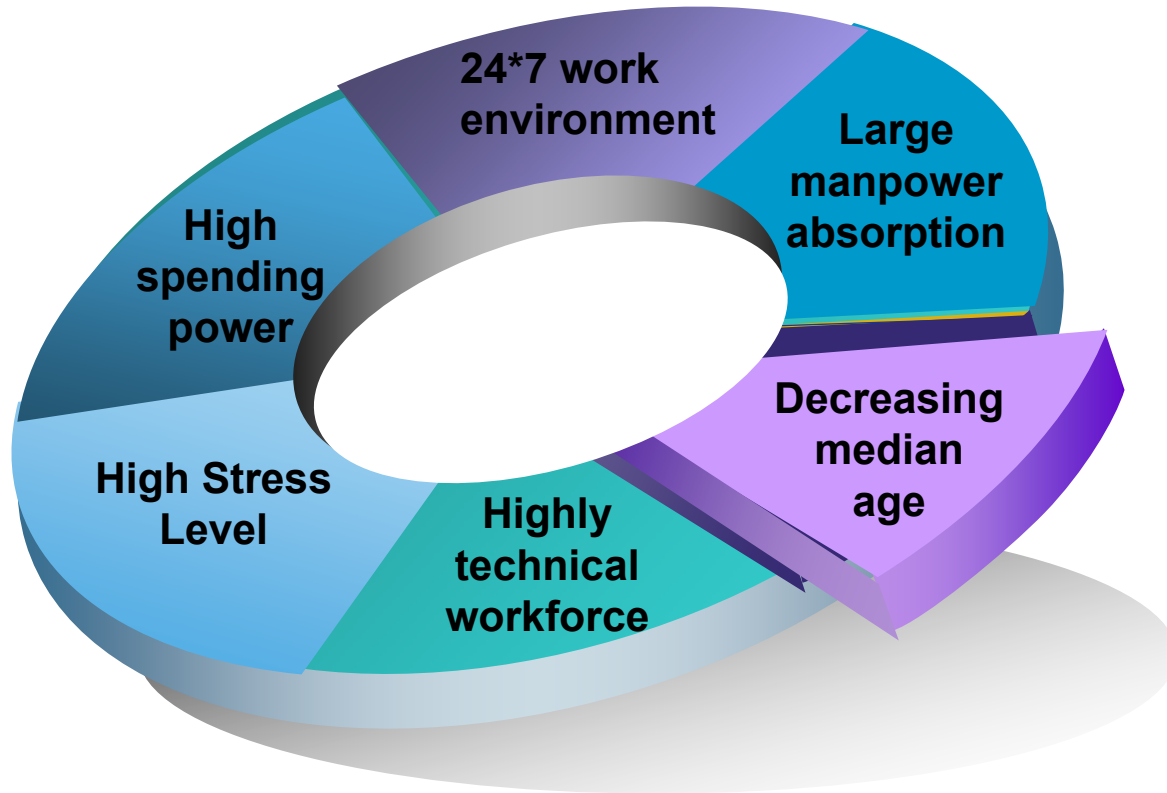
Vulnerability of Workforce in IT & ITeS Sectors

By

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IT / ITeS Sector – Overview



Migration & Mobility: Leaving on a Jet Plane

- Inter and Intra state
- From rural to urban - Rural identification puts migrants into more disadvantaged position
- Disruption in schedules – Extensive foreign and domestic travel
- Migration driven by economic forces - Attraction of better job opportunities & more income
- Young and single rural women who tend to migrant more often
- More female than male migration to urban centers in search of high profile jobs like IT sector in the age group of 20-30.

Living on the Edge

- Experience risky or unwanted sexual activity
- Do not receive prompt or appropriate care – (STI / HIV)
- Women experience adverse reproductive health issues
- Young people's knowledge & awareness about sexual and reproductive health is increasing but safe practice is on decrease
- Gender power imbalances makes risky behavior more acceptable - Encourages secrecy, fear of disclosure, and inhibits negotiation among partners.
- Lack of communication – (partners and care givers)
- Associated risky behaviors – Drinking, Smoking and Drugs

The Work Place Environment

- Competing with the Global industry
- Emergence of new trained 'Knowledge' workforce
- High flexibility and mobility (including *virtual* mobility) in terms of time and location
- Exposure to different working norms
- Immense work pressure; 'deadlines and deliverables' ridden environment; high work targets
- Individualized employment relations
- Shifts in lifestyles

Emerging Trends: Individualistic Culture

- Lesser binding to family ideals and norms
- Inter generational change in living standards
- Little or no time for meaningful existence outside work
- Blurring of the line between work and non-work time & space
- Stressful and 'monotonous' work, leading to burnout and depression
- Frequent travel and long working hours
- Relationship stress
- Differing identities

Digital Life Style

- Changing food habits (**“From Pongal to Pizzas”**)
- Erratic sleeping pattern (**“Changes with every new shift”**)
- Lack of exercise (**“No regular exercise regimen”**)
- Few recreation activities (**“Very little time or energy for anything else”**)
- Large disposable incomes at young age (**“Don’t know what to do with it”**)
- Consumption-oriented lifestyles (**“Expensive consumer goods”**)
- Lack time for significant social relationships (**“Fragmented”**)
- Maintain casual relationships (**“Vulnerable to risk behaviour”**)
- Contrasting home and work life (**“Traditional middle class identity vs. ‘global’ corporate culture”**)

Challenges ahead :

Capturing the work-life value index

A Holistic approach

Physical state

- Diet and nutrition
- Sleep and body rhythm
- Health
- Fitness

“Healthy”

Social state

- Family
- Marital relationships
- Kinship
- Social networks

“Time Management”

Mental state

- Health and fitness
- Relaxation techniques
- Positive mental attitude
- Self identity

“Well being”

Cultural state

- Reassertion of traditional family practices and values
- Commitment to family
- Community orientation

“Self actualization”

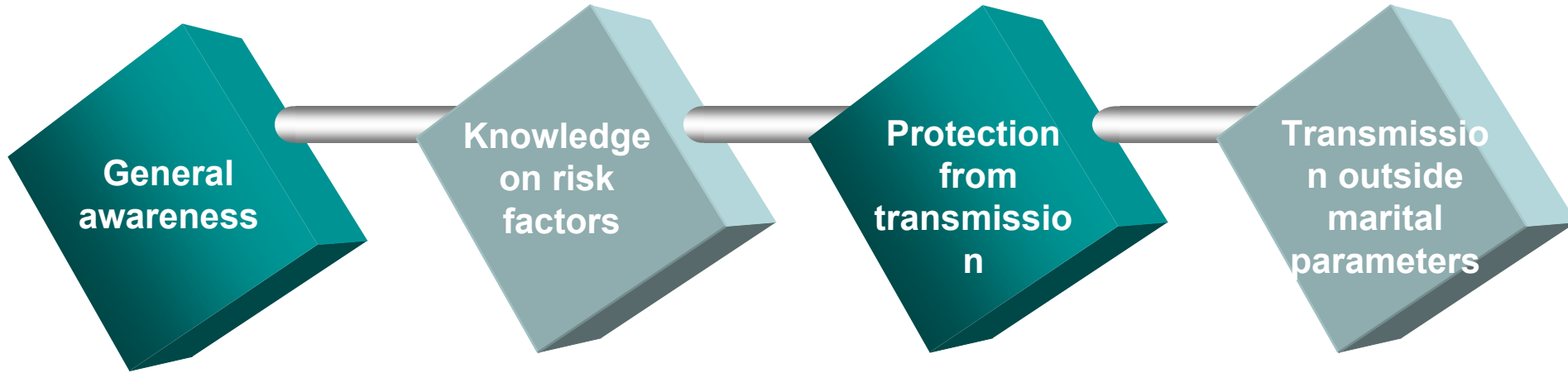
CII-SR HIV/AIDS Initiatives

- CII & APAC Partnership – Industry Intervention Programme
- Top level management Sensitization (CEOs, Unit Heads, HR Managers)
- Advocacy meets – Chennai, Trichy, Madurai, Hosur.
- Mass orientation programme for Workforce.
- Training corporate doctors in HIV/AIDS treatment & related issues.
- World AIDS Day Commemoration programmes.

CII-IT/ITeS Intervention

- CII in response to the emerging needs among the IT/ITES sector has proposed an indepth study on the Lifestyle among the IT/ITES industry.
- A pilot study has already been conducted on the most critical and pressing health issue: HIV/AIDS

Comprehension on HIV / AIDS



Basic awareness high.
Lacunae in in-depth information.

Over one-third reported not knowing clearly the difference between HIV and AIDS.

Knowledge exists on most commonly known aspects of risk.

Nearly half reported not being sure of STI or homosexuality as risk factors.

Awareness on all methods high

Condom usage as prevention method mentioned by only half. Using screened blood for transfusion and being faithful more.
(Unprompted)

Majority found no correlation between maintaining sexual relationships outside marital parameters and acquiring HIV.

Pre-marital Sex and Commitment

**“If you maintain a
desired level of
protection and
faithfulness,
why not?”**

**“Pre-marital sex is ok.
There is no harm in
gaining some
knowledge”**

**Healthy to have a
faithful relationship**

**“Many reasons for
indulging
in relationships outside
marriage.**

**The real issue is to maintain
mutual trust and faith”**

Risk Behavior ...It will not happen to me !

- **All agreed that unprotected sex is life threatening**
- **Most stated their friends and colleagues might be indulging in risk behavior and were probably aware of the consequences**
- **Not all sure whether safe sex was being practiced**
- ***All agreed that a healthy looking person may also be HIV infected***

“Sex is more a fad for the young professionals, both men and women. Lot of peer pressure”

“ I may not use a protective device as I feel it will not happen to me . I know the person I am interacting with”

“We know that such behavior exist in our industry. As long as it doesn't affect our work and is outside working hours and premises we are not doing any thing about it”

Thank You