

## AHMEDABAD MIRROR: 15/2/11 Guj Inc to balance cricket and work

The findings of ASSOCHAM survey notwithstanding, several companies are setting up giant screens in offices so that the employees can enjoy World Cup during work

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Companies in the city are willing to go that extra mile to keep employees cricket-happy

An ASSOCHAM survey reveals that Indian companies will register productivity slump during ICC World Cup. However, that doesn't seem to matter to corporate houses in the city with many of them chalking out elaborate plans to ensure work and fun go hand-in-hand.

In fact, they believe that happy employees will only add to the quality of output. Parag Desai, executive director of Wagh Bakri group, said: "We will be installing a giant screen in the office. We believe if the employees watch the game together, it will foster team spirit."

Soham Thakkar, a 25-year-old cricket fan, works with a private company. Known to his colleagues as a workaholic, he has surprised them by announcing he will be going on leave to watch the matches.

Thakkar says: "Since I am in the marketing division, the hectic schedule will not allow me to enjoy cricket matches. I have no choice but to go on leave."

Echoing his sentiments are a group of call centre employees who work in the evening shifts. "There is no word called 'leave' in our bosses' dictionary. So, we simply won't turn up. We can take turns to fall 'ill'," said a youngster on condition of anonymity.



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*– Parag Desai Executive Director, Wagh Bakri*

However, there are companies who are willing to go that extra mile to keep employees cricket-happy. The reason being, the owners of these firms are themselves die-hard cricket fans. Pranit Banthia CEO of Hi-Tech Outsourcing Services says, “Based on our past experiences, we have decided to have a backup of employees so that any crisis situation can be dealt with. We have trained some of them to handle multiple projects.”

A cricket buff himself, he has decided to set up a huge screen in the office so that employees can watch the semi-final and final matches. Amol Sheth, chairman and managing director of Anil Group of Companies, has an interesting plan in place to keep the company and his employees happy.

“We will reschedule work timings in a way that people don’t miss out on cricket. Work is important, but people should have a life too,” he said. Jay Ruparel, executive director of Azure Knowledge Corporation Pvt Ltd, said: “To keep the employees motivated, we shall feed them cricket news and scores on the intranet. Multiple screens will be set up in the lounge area.

#### ‘Home ministers’ prepare to let go of tv remote



“It gets frustrating when the husband doesn’t give you attention. To top it, the wife has to provide with food and cold drinks too

– Archana Jain



“The TV will be usurped by the males, forcing me to take lessons in cricket. The silver lining is that I can see quite a few goodlooking men

– Shreya De



“I’ll not only have to watch the matches but even suffer post-match discussions that go on for an hour. I will miss my favourite shows

– Vanashree Kaul



“The excitement cricket brings along is unmatched. We also plan to stay at our friends’ place and enjoy the matches

– Bela Shah