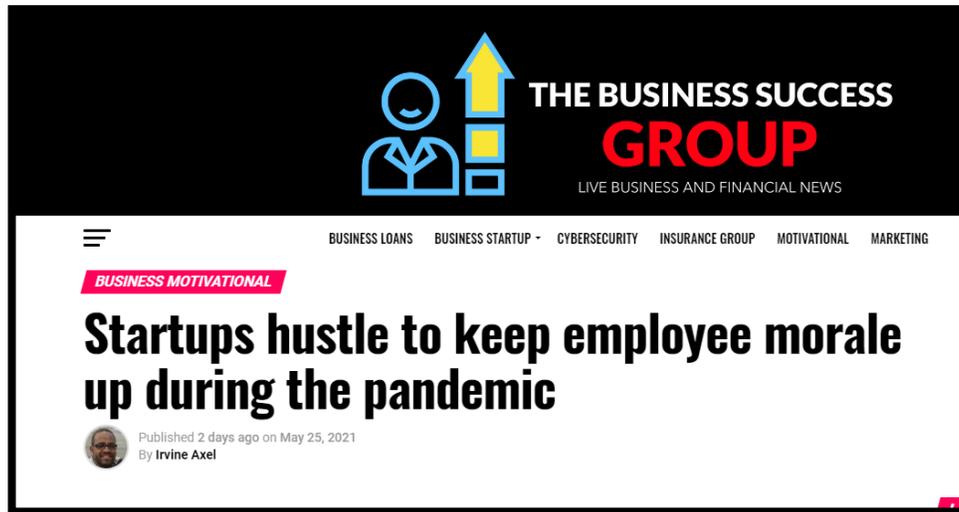


Media Coverage

Publication	Date	Edition	Link	Headline
The Business Success Group	25 May 2021	Online	https://thebusinesssuccessgroup.com/2021/05/25/startups-hustle-to-keep-employee-morale-up-during-the-pandemic/	Startups hustle to keep employee morale up during the pandemic



When the country was locked in March last year, Working from home became the norm for most employees. However, the transition has not been easy for many.

For those who work from home, long hours, constant fear of firing, wage cuts, and taking on additional responsibilities like managing children have taken anxiety and stress to a whole new level. And for those joining a new job remotely, it was a challenge to adapt to the new work culture and meet new colleagues remotely.

Prateekshankar Dixit, Associate Director of Design at ClearTax, a Bengaluru-based fintech platform, says, "Now I'm used to it because you have to do it. However, the transition wasn't very smooth as I prefer face-to-face interaction over video calls. I like going to the office. The environment is different and the space is dedicated to work. "

Image source: Pexel

Prateekshankar started working at ClearTax in March 2021 during the pandemic.

"The biggest challenge is finding your place in a new workplace, especially now when we can hardly talk about anything other than work. You feel like an outsider trying to make room with people who already know each other well, "he adds.

To break the ice with his team members, Prateekshankar makes video calls talking about anything but work.

Boost work ethic

While employees do their part to feel comfortable in a new job, employers are not far behind.

To read more click on the link

In order to ensure the motivation and health of the employees, startups hold attractive meetings for their employees, e.g. B. Online music concerts, stand-up comedy sessions, online leisure and other wellness initiatives.

They also hold motivational interviews with inspiring leaders and mental health experts as part of perks for employees and to improve their productivity and efficiency.

The pandemic was not the same for everyone. During the lockdown, startups in edtech, direct-to-consumer brands, fintech, e-commerce, social media and logistics expanded their presence due to increasing demand, and startups in travel and tourism were hit.

Regional social media app supported by Twitter ShareChat As part of the lockdown, many employees were hired to start the new short video platform Moj, among other things. Perks have also been developed to help build relationships and motivate the workforce.

“Remote working has definitely increased the complexity of motivating employees in a corporate environment. The lack of social engagement and feelings of isolation have also underscored the importance of companies making special efforts to ensure a more inclusive and stimulating work culture in order to motivate their employees appropriately. “Mitalee Dabral, Vice President, Human Resources, ShareChat, said in an email response.

ShareChat CEO Ankush Sachdeva holds company-wide bi-monthly meetings to connect with employees at all levels. More than 1,000 employees work for the regional social media startup.

The company also gives employees a Rs 50,000 allowance to set up their home office. Childcare allowances, virtual stand-up comedy shows, and games also come into play.

Sarvesh Shashi, founder of Sarva Yoga, conducts 2 minutes of mindful meditation every Monday via a virtual call with his entire team present. “We didn’t hire a lot of people during the pandemic, probably 6-8. But we have to keep the morale of our employees high, ”says Sarvesh.

The on-demand yoga provider, founded in 2013, offers its employees days off to take care of themselves and their families. “If something urgent came up at work, that particular employee had to log in to complete the task. But when it is not extremely necessary, we try to take enough breaks and comfort them in every possible way, ”he adds.

The Hyderabad-based company Value Creed with a lean team of 30 to 40 employees is also in the process of introducing virtual games.

“We have a company-wide open Chai Pe Charcha forum for employees, where anyone who takes a break can start a non-work-related discussion. This is a great way for new participants to break the ice and get to know each other, ”says Samridhi Soni, who is responsible for Human Resources for Value Creed.