

### Media Coverage

Publication	Date	Edition	Link	Headline
Yourstory	25 May 2021	Online	<a href="https://yourstory.com/weekender/startups-hustle-employee-morale-up-covid19-pandemic/amp">https://yourstory.com/weekender/startups-hustle-employee-morale-up-covid19-pandemic/amp</a>	Startups hustle to keep employee morale up during the pandemic

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## Startups hustle to keep employee morale up during the pandemic

By Prasannata Patwa | May 25, 2021



Most companies across India have allowed employees to work remotely during

Most companies across India have allowed employees to work remotely during the Covid-19 pandemic. To motivate employees in such bleak times, startups have come up with many employee-centric initiatives such as online music concerts and mental health sessions.

When the country went under lockdown in March last year, work from home became the norm for most employees. However, the transition has not been easy for many.

For those working from home, long work hours, constant fear of being laid off, salary cuts, and taking up additional responsibilities like managing kids, have taken anxiety and stress to entirely new levels. And for those joining a new job remotely, adjusting to the new work culture and getting to know new colleagues remotely has been a challenge.

Prateekshankar Dixit, Associate Director of Design at ClearTax, a Bengaluru-based fintech platform, says: "Now I am used to it because you have to do it. But the transition was not very smooth because I prefer personal interaction over video calls. I like going to the office. The environment is different and space is dedicated to work."

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