



Bharatiya Vidya  
**Bhavan**

**BHAVAN'S VIVEKANANDA COLLEGE  
OF SCIENCE, HUMANITIES & COMMERCE**  
DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS  
VOLUME - IV (2025-2026)



**WORK  
FROM  
HOME**



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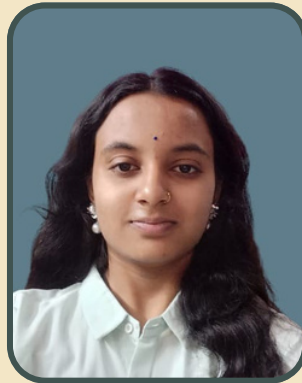
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# FOREWORD

Work From Home has moved from being a temporary adjustment to becoming a defining feature of the modern workplace. What once appeared as an emergency response has steadily evolved into a structural shift that is redefining how organizations function and how individuals experience work. This edition of Samvridhi explores whether Work From Home is a passing trend or the future of work, capturing the depth and complexity of this transformation.

From office desks to home desks, and increasingly to work-from-anywhere models, the workplace is no longer a fixed location but a flexible concept. The rise of Work From Home in India reflects not only technological readiness but also a cultural shift in expectations around autonomy and balance. Hybrid work culture has emerged as a practical compromise, particularly for Gen-Z professionals seeking flexibility without completely losing physical collaboration.

The transition, however, extends beyond convenience. Discussions on productivity in remote settings, performance reviews in a virtual environment, and the blurred line between Work From Home and unpaid overtime reveal the structural adjustments organizations must undertake. Debates around compensation for remote employees and comparisons between gig economy opportunities and stable remote jobs highlight the economic dimensions of this shift.

At the human level, the experience of remote work carries profound implications. Mental health, the silent loneliness of virtual teams, screen fatigue, digital burnout, and the challenge of switching off when work lives at home are central realities of this era. The disappearance or transformation of office friendships, the rise of an “always available” employee culture, and the erosion or reinvention of workplace culture in remote teams reflect deeper psychological and social changes. Camera-on meetings and the performance of productivity further illustrate how professional identity is increasingly mediated through screens, shaping digital doppelgängers and virtual identities.

Leadership too has been compelled to evolve. Guiding teams without physical presence demands trust, adaptability, and new forms of communication. Simultaneously, cybersecurity challenges in Work From Home settings underline the technological vulnerabilities that accompany digital freedom. On a broader scale, green remote work practices demonstrate how reduced commuting contributes to sustainability, while Work From Home as a social and economic change continues to influence urban planning, employment patterns, and family structures. The growing trend of earning from home and the rise of in-home entrepreneurs represent yet another dimension of this evolving ecosystem.

Through these varied perspectives, this edition of Samvridhi presents Work From Home not merely as a workplace arrangement, but as a multidimensional transformation shaping economies, organizations, and individual lives. It reflects the curiosity, analytical thinking, and forward-looking vision of contributors engaging with one of the most influential shifts of our time.

We hope this compilation fosters meaningful reflection and a balanced understanding of the opportunities and responsibilities that accompany the future of work.

# Index

S.NO	TITLE OF THE ARTICLE	AUTHOR NAME	CLASS	PAGE NO.
1	<b>Work From Home: A Temporary Trend or the Future of Work?</b>	N. THANMAYI	MBA 1A	1
2	<b>The Rise of Work From Home in India</b>	MAHIMA	BBA 3B	2
3	<b>From Office Desks to Home Desks</b>	MANISHA SAI	BBA 2H	13-4
4	<b>Work From Anywhere: Redefining the Workplace</b>	KAMESWARI	BBA 3A	5-6
5	<b>Hybrid Work Culture: A Gen-Z Compromise</b>	MAHIMA	BBA 3B	7
6	<b>Is Work From Home Really Productive?</b>	N. ANUSHA	MBA 2B	8-9
7	<b>Performance Reviews in a Remote World</b>	I. SANGEETHA	MBA 1A	10
8	<b>Work From Home or Unpaid Overtime?</b>	REBECCA VUBA	BBA 1H	11
9	<b>Should Companies Pay Less for Remote Employees?</b>	I. SANGEETHA	MBA 1A	12
10	<b>Gig Economy vs Stable Remote Jobs</b>	ABHINAYA	BBA 3H	13
11	<b>Work From Home and Mental Health</b>	DRISHITHA	BBA 3H	14
12	<b>The Silent Loneliness of Remote Work</b>	N. THANMAYI	MBA 1A	15
13	<b>Switching Off When Work Lives at Home</b>	REBECCA VUBA	BBA 1H	16
14	<b>Screen Fatigue and Digital Burnout</b>	N. VAISHNAVI	MBA 1A	17-18

# Index

S.NO	TITLE OF THE ARTICLE	AUTHOR NAME	CLASS	PAGE NO.
15	<b>When the Commute Moves Inside Your Head</b>	M Bharath	MBA 1B	19
16	<b>End of Office Friendships in Remote Work</b>	AARTHI	BBA 1	20
17	<b>The “Always Available” Employee Culture</b>	AARTHI	BBA 1	21-22
18	<b>Erosion of Workplace Culture in Remote Teams</b>	BABY SADHANA	BBA 3B	23
19	<b>Camera On, Life Off: Performing Productivity</b>	BIDISHA	BBA 3B	24
20	<b>Leadership Without Physical Presence</b>	AMALI	BBA 3H	25-26
21	<b>Digital Doppelgängers and Virtual Identity</b>	KUNSH	BBA 3H	27-28
22	<b>Cybersecurity Challenges in Work From Home</b>	SAICHARAN	MBA 2B	29-30
23	<b>Green Remote Work and Sustainability</b>	TANVI	MBA 2B	31-32
24	<b>Work From Home as a Social and Economic Change</b>	TANVI	MBA 2B	33-34
25	<b>Work From Home, Earn From Home: Rise of In-home Entrepreneurs</b>	TRUPPTHI	BBA 1H	35-36

## **WORK FROM HOME: A TEMPORARY TREND OR THE FUTURE OF WORK?**

When the pandemic disrupted everyday life, it also transformed the way we worked. Almost overnight, offices shifted into our homes. Dining tables became desks, and virtual meetings replaced conference rooms. What first felt temporary slowly turned into a new normal, making many people rethink what “going to work” really means.

One of the biggest advantages of working from home is flexibility. Without long commutes and traffic stress, employees gained valuable time and energy. That extra time allowed many to focus on family, personal interests, and better self-care. Working in a familiar environment also helped some people feel more comfortable and productive. The freedom to manage schedules created a sense of independence that traditional office setups often lacked.

However, remote work is not without its challenges. The absence of daily face-to-face interaction can affect teamwork and communication. Casual conversations, quick discussions, and the sense of shared office energy are harder to experience through a screen. In addition, when the workplace is at home, it can be difficult to set boundaries, sometimes leading to longer working hours and mental fatigue.

To balance these benefits and challenges, many organizations are now adopting a hybrid model combining remote work with office days. This approach offers flexibility while still encouraging collaboration, creativity, and human connection.

Work from home may not completely replace traditional offices, but it has undeniably reshaped modern work culture. It is more than a temporary trend it represents a shift toward a more flexible and evolving future of work.

**- N. THANMAYI  
MBA 1A**

## THE RISE OF WORK FROM HOME IN INDIA

For a long period of time, work in India meant crowded trains, long commutes, endless traffic and measuring productivity by hours spent on desk. Then the pandemic forced a reset. Work from home didn't just change where Indians worked-it changed how they viewed work itself. What began as a crisis response quickly turned into a cultural shift, challenging long held-held beliefs about efficiency, discipline, and success in the Indian workplace. Pre-Covid work from home was rare in India-mostly limited to freelancers or niche tech roles. COVID 19 lockdown forced the Indian workspace to find a way to continue working which was, adopting remote work. As of 2024, about 12.7% of full-time employees in India work fully from home and 28.2% work in hybrid models. That's over 40% of the workplace embracing flexibility. It is also revealed that by 2025 around 60-90 million Indians are expected to be working remotely-a significant rise from pre-pandemic figures.

Even though work from home is dominating the Indian job space there are still other trends in policies. Many companies still prefer hybrid over work from home. Return to office is also happening in larger firms to focus on collaboration, creativity, training new workers, and building culture. Fully remote jobs also remain limited in India, only around 10% of companies operate fully remote, while hybrid work is adopted by a larger share.

Why is remote work becoming popular? One of biggest reason is the flexibility it offers. Employees save hours that are spent commuting, leading to better work life- balance. It also helps employees to work without relocating to metropolitan cities. Companies also benefit by cutting down office costs and hiring talent from smaller towns and cities. However, it still has its disadvantages such as blurred boundaries, feelings of isolation, lack of face-to-face interaction, lack of office relations etc. As a result, many Indian organisations are adopting a Hybrid model. Today hybrid model is emerging as the new normal" rather than complete work from home.

In conclusion, the rise of work from home in India represents a major shift in mindset. While offices are not disappearing, flexibility has become a key expectation. The future of work in India lies in balance where productivity meets well-being, and technology supports human needs.

- MAHIMA  
BBA 2B

## **FROM OFFICE DESKS TO HOME DESKS: HOW THE WORKPLACE FOUND A NEW ADDRESS**

The traditional office desk, which was the focal point of professional life, is no longer the only place where work is done. In the past 10 years, especially after the pandemic the workplace has evolved from a centralized office environment to a flexible home-based office. This was a temporary measure that has now become a permanent shift in the way organizations and employees think about work. Prior to 2020, remote work was the exception rather than the rule. According to the International Labour Organization, only 7-8% of the global workforce was working from home on a permanent basis as office desks symbolize structure, hierarchy, and centralized control, and this trend was quickly turned upside down when the pandemic forced organizations around the world to work remotely. During the peak of the lockdowns, over 40% of the workforce in developed countries was working from home full-time, and home desks became a critical workspace overnight.

The effect of this shift was both immediate and quantifiable. A study conducted by Stanford University in 2021 revealed that telecommuters saw a 13% boost in productivity, mainly attributed to the absence of office interruptions and the elimination of daily commutes. Employees gained an average of 60 to 90 minutes of extra time each day, which could be spent on work, family, or personal development. Employers, too, saw financial gains. According to Global Workplace Analytics, employers can save as much as \$11,000 per employee per year by reducing office space, utilities, and other overhead expenses.

This shift led to the explosive growth of the home office industry. There was a huge demand for ergonomic office chairs, adjustable desks, and space-saving home office workstations etc. The sales of sit-stand desks grew by over 20% each year from 2020 to 2022. At the same time, the demand for corporate office desks dropped as companies downsized or rearranged their office space to accommodate hybrid collaboration instead of full-time office use.

However, the office desk has not become obsolete. In fact, its use has changed from being a mere workspace to a place of collaboration, innovation, and creation of company culture. Although problems like isolation and the lack of a boundary between work and personal life still exist, most employees still want a hybrid approach. The transformation from office desks to home desks is, therefore, a permanent shift in the way work is done.

**- C. MANISHA SAI**  
**BBA 2H**

## WORK FROM ANYWHERE: REDEFINING THE WORKPLACE

The concept of the "workplace" has undergone a radical transformation. No longer confined to a specific floor in a corporate high-rise, the modern office is now as fluid as the Wi-Fi signals that power it. In 2026, the "Work from Anywhere" (WFA) model has matured from an emergency response into a sophisticated, permanent pillar of the global economy.

### The Death of Geography

Perhaps the most significant shift is the decoupling of career opportunity from physical location. Historically, climbing the corporate ladder required a presence in expensive urban hubs like New York, London, or Tokyo. Today, the "borderless workforce" is a reality. Companies are increasingly hiring based on skills rather than proximity, tapping into a global talent pool that brings diverse perspectives and specialized expertise into every project. For the employee, this means the freedom to live in more affordable, nature-rich, or family-centric areas without sacrificing professional growth.

### AI and the "Activity-Based" Workday

As we move further into 2026, the definition of productivity has shifted from "hours at a desk" to "outcomes achieved." This transition is fueled by the integration of Agentic AI—artificial intelligence that acts as a digital co-pilot, handling routine admin, scheduling, and data synthesis.

With the "busywork" automated, the workplace is being redefined as an activity rather than a location. Employees choose their environment based on the task at hand:

- **Deep Work:** Handled in quiet, personalized home setups or secluded "focus pods."
- **Collaboration:** Facilitated through high-intensity "collaboration days" in local satellite offices or immersive virtual reality (VR) meeting rooms.
- **Asynchronous Culture:** Teams now rely on structured digital documentation, reducing the need for constant, draining video calls.

## The Human Element: Challenges and Evolution

Redefining the workplace isn't without its growing pains. The "anywhere" model demands a new level of managerial empathy and trust. Leaders have had to trade micromanagement for outcome-based metrics, focusing on mental well-being to prevent the "always-on" burnout that often plagues remote settings.

As the lines between personal and professional spaces blur, the most successful organizations are those that don't just provide a laptop, but cultivate a culture of intentionality. In this new era, the workplace is no longer where you go it's the digital and social infrastructure that supports you, wherever you happen to be.

- GUDURU KAMESWARI

BBA 3A

## HYBRID WORK CULTURE: A GEN-Z COMPROMISE

Gen-Z didn't kill the office culture – they just refused to suffer for it. Five-day office weeks, soul-crushing commutes, and pretending to look busy? Hard pass. For them full work from home felt like freedom.. until it started feeling like isolation. So now they are choosing hybrid work. They want office days for real things-brainstorms, mentorships, networking, and coffee that isn't instant. And home days for actual productivity, comfort, and peace. If work can be done in pyjamas, why force a dress code? Gen Z entered the workforce during or after the pandemic, when remote work was already normalized. According to recent workforce surveys, over 40% of Indian employees now work in hybrid or fully remote models, and a large share of them are young professionals. At the same time, companies report that only about 10% operate fully remotely, showing why a middle path has become necessary.

For Gen Z, work is no longer just about a pay check it's about flexibility, purpose, and balance. While full work-from-home offers comfort and autonomy, and office work promises collaboration and visibility, neither model feels complete on its own. This is where hybrid work culture emerges as a practical compromise.

From an employer's perspective, hybrid work boosts retention. Studies indicate that nearly 1 in 4 job listings in India now offer hybrid or remote options, compared to barely 1% before 2020. Companies that removed flexibility saw higher resignation rates, especially among younger employees, proving that Gen Z values choice over rigid systems. Hybrid work is Gen Z saying, "We'll show up but on our terms." They want office days for brainstorming, learning, and being seen. And home days for deep work, balance, and breathing space. It's not rebellion; it's efficiency.

The hybrid work model is Gen Z drawing a clear line: they value ambition, but not at the cost of their sanity. It proves that productivity doesn't need constant supervision and success doesn't need suffering. By blending flexibility with connection, hybrid work isn't a backup plan—it's Gen Z redefining what a healthy, sustainable career looks like. In conclusion, the hybrid work model represents a practical compromise for Gen Z. It offers flexibility without isolation and structure without burnout. As organizations adapt to changing workforce expectations, hybrid work stands as a sustainable model that aligns productivity with employee well-being.

- MAHIMA  
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## IS WORK FROM HOME REALLY PRODUCTIVE?

People are talking a lot, about Work From Home these days. Work From Home has become really popular since the COVID-19 pandemic. Lots of companies had to let their employees do Work From Home. It actually worked out pretty well. This got everyone wondering: is Work From Home a good way to get things done?

Working from home is a way for people to do their jobs from their own houses. They use things like computers, the internet and special programs to talk to each other online. One good thing, about working from home is that people do not have to travel to work every day. This means they save time and feel less tired. They can use this time to do their work better or take care of themselves. When people are not stressed from traveling they can focus more. Get things done faster. Working from home really helps with this. Working from home is really great because it gives you flexibility. You can do your work when you are most productive. Being at home is also very comfortable which helps you focus on your work. This is especially true, for tasks that need a lot of thought and creativity. Working from home also means you do not have to deal with things that distract you at the office like meetings that're not necessary or people interrupting you. This helps you do your work better. Working from home like I said is very helpful because it gives you flexibility and helps you work better.

Work From Home is not a fit for everyone. Some people have a time staying on track and managing their time when they work from home. There are a lot of things at home that can distract you like chores and family members. You can also get distracted by your phone and computer. Work From Home can make it hard to talk to the people you work with. You might not understand what they mean. They might not understand what you mean. This can make you feel alone. Work From Home can also make it hard for people to work together as a team. Teamwork and collaboration are important. They can suffer when everyone is at home. Work From Home is just not the same, as working in an office with the people you work with. Work From Home is really about how you can get things done when you are not in the office. This depends on what kind of job you have how well you can manage yourself and if your company helps you out.

Some jobs are perfect for Work From Home because you have to work.. Jobs that need you to talk to people all the time might be better when you are, in the office. When companies give you rules check how you are doing and give you the technology you need Work From Home tends to work out pretty well for them.

In conclusion, Work From Home can be productive, but it is not universally effective. When supported by strong self-management skills, a suitable work environment, and effective communication systems, WFH can enhance productivity and employee satisfaction. A balanced approach, such as a hybrid work model, may offer the best solution by combining flexibility with collaboration.

**- N. ANUSHA**  
**MBA 2B**

## **PERFORMANCE REVIEWS IN A REMOTE WORLD**

The WFH culture has not only changed the way people work but also the way they are assessed at work. The traditional method of performance assessment, which was based on office presence and visibility, is now being replaced by digital performance assessments that are based on outcomes, communication, and accountability. As the WFH culture becomes an established norm, organizations are implementing new performance management processes that ensure fairness, productivity, and employee engagement. In a WFH setup, performance is no longer measured by the number of hours spent at the office but by the results delivered. Employees are judged on their ability to complete tasks, deliver quality work, meet deadlines, and work with virtual teams. This approach not only makes people more accountable for their productivity but also helps managers gain clarity on actual performance.

Among the most significant shifts in conducting remote performance reviews is the adoption of continuous feedback. Gone are the days when performance reviews were conducted annually. Today, companies are adopting regular virtual meetings. Continuous feedback has numerous benefits, including keeping employees on track and providing them with necessary guidance. Continuous feedback is also an effective way of creating transparency and trust between employees and their superiors, even when they are miles apart.

There are, however, disadvantages associated with conducting performance reviews remotely. Employees may feel isolated when they are not in the physical presence of their superiors. Effective communication is also vital when conducting performance reviews remotely. Misunderstandings can easily occur when people are miles apart. Self-discipline is also essential when working from home. The contemporary performance appraisal has come to understand the significance of employees' well-being in addition to their efficiency. The modern employer is now beginning to talk about stress, work-life balance, and mental health issues in performance appraisals. This is a people-centric approach that understands that happy employees are more efficient in the long run.

**-IRAGANI SANGEETHA**

**MBA 1A**

## **WORK FROM HOME OR UNPAID OVERTIME?**

During the COVID pandemic where everyone was forced into a lockdown, Work from home had been a major change that was adapted by the companies to ensure that work was being done along with keeping their employees safe. While then it has been the only way for companies to complete their tasks, in recent times the companies have been making their employees work for extra hours on the pretense of WFH.

In true sense, a company can only make the employees work during their specified hours. But they have made work from home into a 24/7 hour job, where the employee is obligated to be available at all times, blurring the work life boundaries.

But even after making employees work for more hours than specified, there is no compensation provided for working overtime as the companies have disguised this overtime as work from home which according to them means constant availability. “8 hours for work, 8 hours for rest and 8 hours for what you will” - we got this labour arrangement after years of struggle. But in the name of hustle culture and company growth these bosses are trying to make us go back on these hard fought gains. You probably have seen your parents working on a Saturday or a Sunday, a work from home and a normal employee alike, despite them saying that it is a holiday. This is how the companies have been exploiting the workforce, making them work overtime with no compensation. This constant pressure of workload and being available at all times has taken a bad toll on the employees. Working for such long hours everyday has led to an increase in employee burnout. The isolation and pressure to prove your productivity by showcasing results that would need a week in 2 days has also led to increased anxiety, stress and overthinking.

**-REBECCA VUBA**

**BBA 1**

## **SHOULD COMPANIES PAY LESS FOR REMOTE EMPLOYEES?**

The rapid growth of remote work has significantly transformed traditional employment practices. With advancements in technology allowing employees to work from virtually anywhere, organizations are now rethinking their compensation strategies. One major debate is whether companies should pay remote employees less compared to those working from physical offices.

Supporters of reduced salaries argue that remote workers often live in areas with lower living costs and save money on commuting, transportation, and daily expenses. At the same time, companies benefit by cutting costs related to office space, utilities, and maintenance. From this perspective, location-based pay structures appear practical and cost-effective for businesses.

On the other hand, many experts believe that compensation should depend on job role, skills, and performance rather than location. The principle of “equal work, equal pay” suggests that employees delivering the same value should receive similar salaries regardless of where they work. Remote employees may also face additional expenses such as internet charges, electricity costs, and setting up a home office. Offering lower pay could negatively impact employee morale, job satisfaction, and organizational loyalty.

Talent retention is another key consideration. In today’s competitive global job market, skilled professionals prefer companies that provide fair and competitive compensation. Organizations that underpay remote workers risk losing valuable talent to competitors. As a result, many companies are adopting balanced compensation models that focus primarily on job value while allowing minor adjustments based on cost-of-living differences.

In conclusion, remote work alone should not determine salary levels. Fair pay based on contribution, performance, and skills is essential for motivation, equity, and long-term organizational success.

**- IRAGANI SANGEETHA**  
**MBA 1A**

## **GIG ECONOMY VS STABLE REMOTE JOBS**

The modern workforce has changed rapidly with the rise of digital platforms and internet-based work. Two popular employment models today are the gig economy and stable remote jobs. While both offer flexibility and opportunities beyond traditional office work, they differ greatly in terms of security, income stability, and long-term benefits. The gig economy refers to short-term, task-based work where individuals are hired for specific projects or “gigs.” Examples include freelancing, food delivery, ride-sharing, content creation, and online consulting. Gig work offers high flexibility, allowing workers to choose when, where, and how much they work. It is especially attractive to students, part-time workers, and people seeking additional income. However, gig jobs usually lack job security, fixed income, health benefits, paid leave, and retirement plans. Earnings can be irregular, and workers often face uncertainty due to fluctuating demand and platform policies.

On the other hand, stable remote jobs are full-time or long-term employment roles where employees work from home or any location while being permanently associated with an organization. These jobs provide a fixed salary, regular working hours, job security, and employee benefits such as insurance, paid holidays, promotions, and career growth opportunities. Stable remote jobs help maintain work-life balance while ensuring financial stability. However, they may offer less flexibility compared to gig work and often require strict deadlines, performance evaluations, and long-term commitment.

In comparison, the gig economy emphasizes freedom and independence but sacrifices stability and security. Stable remote jobs prioritize consistency, employee welfare, and career development but may limit flexibility. The choice between the two depends on an individual’s priorities, financial needs, risk tolerance, and career goals.

In conclusion, both the gig economy and stable remote jobs play an important role in today’s employment landscape. A balanced approach, where workers combine flexibility with stability, can help maximize benefits while minimizing risks in the evolving world of work.

**-ABHINAYA**

**BBA 3**

## WORK FROM HOME AND MENTAL HEALTH

Work from home has changed how we see work. No daily commute, flexible schedules, and the comfort of home sound ideal and for many, they are. But behind the convenience, work from home has quietly reshaped our mental health in ways we don't always talk about.

One of the biggest challenges is the blurred boundary between work and personal life. When the workspace is also the bedroom or dining table, switching off becomes difficult. Work hours slowly stretch, notifications never stop, and rest often comes with guilt. Over time, this can lead to stress, fatigue, and burnout.

Isolation is another hidden effect. Casual conversations, shared breaks, and face-to-face interactions are replaced by screens and silence. While virtual meetings keep work moving, they don't always replace the sense of connection that comes from being around people. This lack of social interaction can affect motivation, mood, and overall well-being.

At the same time, work from home has its positives. Many people experience less pressure, better focus, and more time for themselves. Being closer to family, having control over one's schedule, and working in a familiar environment can reduce anxiety and improve comfort.

The key lies in balance. Setting clear work hours, taking regular breaks, creating a dedicated workspace, and staying socially connected online or offline can make a big difference. Most importantly, recognizing that mental health matters as much as productivity is essential.

Work from home is not just a work arrangement, it's a lifestyle shift. When handled mindfully, it can support mental well-being. When ignored, it can quietly drain it. The choice lies in how consciously we adapt to this new way of working.

**- K. DRISHITHA**  
**BBA(3H)**

## **THE SILENT LONELINESS OF REMOTE WORK**

Remote work has changed the way we work, offering comfort, flexibility, and freedom. However, behind the convenience of working from home lies a quieter reality that often goes unnoticed, the feeling of loneliness.

In a traditional workplace, casual conversations, shared lunch breaks, and quick check-ins with colleagues help build connections. Remote work removes many of these small but meaningful interactions. Over time, working alone in front of a screen can make individuals feel isolated, even while being constantly “connected” online.

The absence of face-to-face communication can also affect mental well-being. Without regular social interaction, employees may feel disconnected from their teams, leading to reduced motivation and emotional exhaustion. For some, the home workspace becomes a place of silence rather than productivity.

Many organizations are now recognizing this challenge and taking steps to address it. Virtual team meetings, informal catch-ups, and hybrid work models help recreate a sense of belonging. Encouraging open communication and prioritizing mental health are becoming just as important as meeting deadlines.

In conclusion, while remote work offers many benefits, its emotional impact cannot be ignored. Acknowledging the silent loneliness of remote work is the first step toward creating healthier, more supportive work environments where people feel seen, heard, and valued.

**- N. THANMAYI**  
**MBA 1A**

## **SWITCHING OFF WHEN WORK LIVES AT HOME**

Working from home undeniably has its own perks - comfortable furniture and clothes and no cost on transport. But like two sides of a coin, it has some demerits as well. One such demerit is no proper work life boundaries. Even if the work has been done, you never feel like it is. You're done for the day and should enjoy the rest of the day but you keep overthinking about work. The urge to return to your laptop and make sure all the work is done properly is constant during work from homes.

Due to this there is no proper boundary between the time assigned for work or work hours and time taken for home activities. This eventually leads work seeping into most of your personal time. Constantly doing work without any type of personal activities like family time, exercise, gives your brain no time to relax and rest due to which it can significantly impact mental, physical and social well being.

Here are some ideas that can help in switching off work when you're working from home -

1. **Exercising in regular intervals** - By exercise, I mean any form of physical activity. Staying on a chair for a long time in the same position can lead to neck strain, back pain etc. Hence it's essential to exercise after a certain time regularly, maybe stretch your arms and legs for 5 mins or walk around the house.
2. **Set A Curfew** - Set a time where you are going to switch off your work. This could be an alarm, or an app that automatically shuts down your laptop at the curfew time.
3. **Run house errands** - It is important for an employee when working at home to not only work for the company but also for their house. Do household chores, go grocery shopping, clean the house etc

At the end of the day, the main goal is to create a work life balance, where a person is able to work efficiently while also having their own personal time.

**- REBECCA VUBA**  
**BBA 1k**

## **SCREEN FATIGUE AND DIGITAL BURNOUT: A GROWING CONCERN IN THE DIGITAL AGE**

In today's modern world, digital devices have become an essential part of daily life. People use smartphones, computers, tablets, and laptops for education, work, communication, and entertainment. While technology has made life easier and more connected, excessive use of screens has led to serious problems such as screen fatigue and digital burnout. These issues are increasingly affecting students, employees, and even children, making them major concerns in the digital age.

Screen fatigue, also known as digital eye strain, is the physical discomfort caused by prolonged screen use. When individuals spend many hours looking at digital devices, their eyes and body experience stress. Common symptoms include eye strain, dry eyes, headaches, blurred vision, and pain in the neck, shoulders, and back. One major cause of screen fatigue is overexposure to blue light from screens. In addition, poor posture, improper lighting, and working without breaks can worsen the condition. With the rise of online classes and remote work, screen fatigue has become very common.

On the other hand, digital burnout affects mental and emotional health. It is a state of mental exhaustion caused by constant digital engagement and information overload. Unlike screen fatigue, which mainly affects the body, digital burnout impacts concentration, motivation, and overall well-being. People experiencing digital burnout often feel tired, anxious, irritated, and overwhelmed by notifications and online tasks. Students attending continuous virtual classes and professionals handling heavy online workloads are especially vulnerable.

The lack of clear boundaries between work and personal life further increases stress levels. Several factors contribute to both screen fatigue and digital burnout. Increased screen time due to online education and remote jobs plays a major role. Many people also fail to take regular breaks, which strains both the eyes and the mind. Constant exposure to emails, messages, and social media updates creates information overload.

Additionally, social media pressure and the need to stay constantly connected add emotional stress. The impact of these issues on health and productivity is significant.

Persistent eye strain can lead to long-term vision problems, while mental exhaustion reduces focus and efficiency. Students may struggle to concentrate on studies, and employees may experience decreased job performance. Over time, digital burnout can also cause sleep disturbances, anxiety, and reduced quality of life. However, these problems can be managed with healthy habits. Following the 20-20-20 rule—looking at something 20 feet away for 20 seconds every 20 minutes—can help reduce eye strain. Taking regular breaks, limiting unnecessary screen time, maintaining proper posture, and practicing digital detox are effective strategies. A healthy lifestyle that includes proper sleep, exercise, and a balanced diet also supports physical and mental well-being.

In conclusion, screen fatigue and digital burnout are growing challenges in today's digital world. Although technology is necessary and beneficial, excessive screen use can harm both physical and mental health. By adopting balanced digital habits and making conscious efforts to reduce screen dependency, individuals can protect their well-being while enjoying the advantages of technology.

**- N. VAISHNAVI**  
**MBA 1A**

## WHEN THE COMMUTE MOVES INSIDE YOUR HEAD

Work from home sounds easy, right? No big car ride, no loud bus. You can wear your pajamas all day! But guess what? The trip to work didn't disappear. It just moved... into your head!

Before, your brain had car-time or train-time to wake up. It saw trees and buildings and got ready. Now, your trip from your bed to your computer is three steps! Your brain goes, "Whoa! Too fast! I'm still in pillow-land!"

So, you have to build a pretend commute inside your head. It's like building a pillow fort for your thoughts!

Here's how you do it:

- 1.The "Going Out" Pants Trick: Even if they are comfy pants, putting them on tells your brain, "Okay, playtime is over. Work-brain, please come to the front."
- 2.The Magic Walk: Walk around the kitchen table five times. Or go to the window and count three red things you see. This is your new "seeing trees and buildings" time.
- 3.The "Bye-Bye" Door: If you can, close the door to the room where you work. When you shut it, say "Bye, house! I'm going to work now." When you open it later, you can say "Hello house! I'm back!" It feels silly, but it's true!
- 4.The Lunchtime Bell: Ring a bell or play a special song when it's time to stop for lunch. Your brain hears the ding and goes, "Yay! Break time!" This keeps it from getting all mixed up.

So be kind to your brain. Give it its silly little pretend trips. Help it know when work starts and when play starts. Because the most important trip of the day isn't in a car anymore. It's the trip from your pillow thoughts to your work thoughts... and safely back home again.

**-M.BHARATH**  
**MBA 1B.**

## END OF OFFICE FRIENDSHIPS IN REMOTE WORK

Office life was supposed to be lively. Shared coffee breaks, casual conversations between meetings, inside jokes that only coworkers understood. Friendships in the workplace were imagined as natural, effortless, and deeply human, forming simply because people showed up to the same place every day.

Then everything shifted.  
It was work from home.

Instead of corridors and lunch tables, there were screens. Instead of spontaneous conversations, there were scheduled calls. Colleagues existed as profile names, muted microphones, and short messages that ended the moment work was done. Interaction became transactional, not personal.

Office friendships mattered because they softened the pressure of work. They offered emotional support, a sense of belonging, and moments of relief in otherwise stressful routines. Being physically present together allowed bonds to form without effort through shared time, shared frustrations, and shared space.

Remote work disrupted this completely. Without a physical workplace, friendships had no room to grow. Conversations stayed strictly professional, and once the task ended, so did the connection. There was no space for familiarity, no chance for relationships to deepen beyond work roles.

Work from home brought flexibility and convenience, but it quietly erased an important part of work culture. The job continued, productivity increased but office friendships? They slowly disappeared.

Work moved online.  
Human connection didn't follow.

- B. AARTHI  
SHARMA

## **THE ALWAYS-AVAILABLE EMPLOYEE CULTURE: A BOON OR A BURDEN?**

The rise of work from home was initially welcomed as a long-awaited relief from rigid office schedules, exhausting commutes, and unnecessary supervision. It promised flexibility, autonomy, and a healthier balance between professional and personal life. However, as remote work settled into permanence rather than temporary convenience, it quietly gave birth to a new workplace norm “the always-available employee”. What was meant to liberate workers has, in many cases, ended up chaining them to their screens.

In a traditional office setup, the workday had visible boundaries. Logging out, leaving the building, and commuting home created a psychological signal that work had ended. Work from home erased these signals. Laptops sit on dining tables, phones buzz during dinner, and emails arrive late at night. Availability is no longer tied to office hours but to internet access, and as long as employees are online, they are assumed to be reachable. This culture did not emerge out of malice but convenience. Digital tools such as instant messaging apps, shared workspaces, and video conferencing have made communication effortless. What once required a formal meeting now takes a quick message, and over time, speed turned into expectation. Quick replies began to signal dedication, while delayed responses were quietly judged as disengagement, shifting productivity from quality of work to visibility of presence.

Supporters of this culture argue that constant availability improves efficiency, especially for teams spread across locations and time zones. Faster collaboration, real-time problem-solving, and flexible scheduling can genuinely benefit both organizations and employees. For some, being available beyond fixed hours allows better management of personal responsibilities without harming performance. However, the reality is far more complex. The absence of clear boundaries has dangerously blurred the line between work and personal life. When employees feel compelled to respond at any hour, rest becomes a privilege rather than a right. Mental detachment from work becomes difficult, leading to chronic stress and emotional exhaustion, even during supposed off-hours.

Ironically, constant availability often reduces true productivity. Continuous notifications disrupt focus and prevent deep, meaningful work, forcing employees into a reactive cycle rather than creative or strategic thinking. Over time, this leads to burnout, reduced creativity, and declining job satisfaction. What appears as commitment on the surface is frequently silent overwork beneath it. This problem is worsened by the normalization of unhealthy expectations. When leaders send late-night emails or reward instant responses, they unintentionally create pressure for others to do the same. Performance becomes associated with responsiveness rather than results, leaving those who value boundaries unfairly judged. Caregivers, students, and individuals with multiple responsibilities are especially affected, widening workplace inequality.

Whether the always-available culture is positive or negative ultimately depends on choice and control. When availability is self-managed and supported by respectful leadership, remote work can truly offer flexibility and autonomy. But when it is imposed, monitored, or subtly enforced, it becomes exploitative rather than empowering. The future of work from home depends on clear communication norms, respect for downtime, and evaluation based on outcomes rather than online presence. Without these safeguards, the always-available employee culture risks becoming one of the most damaging consequences of remote work quietly exhausting employees while pretending to increase productivity.

In conclusion, being always available should never be the price of being trusted to work from home. True progress lies not in constant connection, but in balanced expectations that allow employees to perform well without losing themselves in the process.

**- B. AARTHI SHARMA**

## **EROSION OF WORKPLACE CULTURE IN REMOTE TEAMS**

The shift to remote work has redefined how we work—but it has also quietly reshaped how we connect. Workplace culture, once built through shared spaces, casual conversations, and collective routines, now struggles to find the same warmth on screens and chat apps.

In a physical office, culture lives in the small moments: a smile across the desk, quick coffee breaks, team celebrations, and spontaneous problem-solving. Remote work often replaces these with scheduled meetings and task-focused messages. Over time, work can start to feel transactional, reducing the sense of belonging that keeps teams motivated and engaged.

Another challenge is emotional distance. New employees may find it harder to absorb values and norms without observing peers in person. Miscommunication can increase, trust may take longer to build, and employees may feel isolated—even while being constantly online.

However, the erosion of culture is not inevitable. Organizations that humanize remote work—by encouraging open conversations, virtual team rituals, flexibility, and empathy—can rebuild strong cultural bonds. Leaders play a key role by checking in beyond deadlines and recognizing efforts regularly.

Work from home works best when people feel seen, heard, and connected. Culture doesn't disappear in remote teams—it simply needs more intentional care.

**M BABY SADHANA**

**BBA 3B**

## **CAMERA ON, LIFE OFF: PERFORMING PRODUCTIVITY**

In today's work-from-home culture, productivity is no longer just about completing tasks it is about performing them. With cameras switched on and microphones unmuted, employees are expected to look busy, attentive, and enthusiastic at all times. The screen becomes a stage, and professionalism turns into a performance.

“Camera on” often means “life off.” Personal spaces are curated, backgrounds are blurred, and emotions are carefully controlled. Workers smile through exhaustion, nod through long meetings, and suppress distractions that exist just outside the frame. The pressure to appear productive can be more exhausting than the work itself. Instead of focusing on outcomes, attention shifts to optics—who speaks the most, who looks the most engaged, who stays online the longest.

This culture blurs the boundary between personal and professional life. Home, once a private refuge, becomes an extension of the office. While remote work offers flexibility, constant digital visibility reduces authenticity and increases burnout. True productivity should be measured by creativity, efficiency, and results—not by how convincingly one performs busyness on screen.

As workplaces evolve, it is essential to rethink productivity beyond appearances. Turning the camera off might not mean disengagement; sometimes, it simply means allowing people to work as humans, not performers.

**-BIDISHA  
(BBA 3B)**

## LEADERSHIP WITHOUT PHYSICAL PRESENCE

Leadership was once strongly associated with physical visibility, being present in the office, leading meetings in person, and supervising teams face-to-face. Today, with remote work and digital collaboration becoming common, leadership is no longer defined by location. Instead, it is measured by a leader's ability to guide, influence, and connect with people regardless of distance.

Leadership without physical presence requires a shift in mindset. It is not simply about managing remotely; it is about leading intentionally. One of the most important elements in this model is clear communication. In physical workplaces, many messages are shared informally through quick conversations or body language. In virtual settings, these cues are limited. Leaders must therefore communicate goals, expectations, and feedback more clearly. Well-structured messages, regular updates, and purposeful meetings help keep everyone aligned.

Equally important is trust. When leaders cannot see their teams working, there may be a temptation to micromanage. However, excessive monitoring often reduces morale and motivation. Effective remote leaders focus on outcomes rather than constant supervision. By trusting employees to manage their responsibilities, leaders encourage ownership and accountability. In turn, employees feel respected and perform better.

Emotional intelligence also plays a major role. Remote work can sometimes feel isolating, and employees may struggle silently. Leaders who show empathy, check in on their team's well-being, and recognize achievements help create a supportive environment. Simple gestures, like appreciating good work in a virtual meeting, can strengthen team spirit and engagement.

Technology supports remote leadership but does not replace it. Video calls, collaboration platforms, and shared dashboards make coordination easier, yet they are only tools. Leadership still depends on human qualities such as understanding, fairness, and encouragement. Good leaders also set boundaries to avoid burnout, such as limiting unnecessary meetings and respecting personal time.

Another advantage of leadership without physical presence is the shift toward result-oriented performance. Productivity is judged by outcomes rather than hours spent at a desk. This often leads to greater flexibility, efficiency, and innovation. Teams become more independent and self-driven. Ultimately, leadership has always been about influence, not proximity.

A leader's presence is felt through clarity, trust, and inspiration, not just physical closeness. As workplaces continue to evolve, leaders who adapt to this style will be more effective and resilient. True leadership is not about being physically present; it is about making a meaningful impact, even from a distance.

**AMALI PATHURI**  
**BBA 3 HBIA**

## DIGITAL DOPPELGÄNGERS AND VIRTUAL IDENTITY

In a world where our screens often reflect more than just our faces, a new phenomenon has risen: digital doppelgängers. These are not mythical twins or science fiction clones, but virtual versions of ourselves shaped by data, algorithms, and our online behavior. As the boundaries between physical and digital realities blur, understanding the idea of virtual identity becomes essential, especially for today's generation navigating social media, artificial intelligence technologies, and the metaverse.

### What Are Digital Doppelgängers?

A digital doppelgänger is a virtual replica of a person, created through the collection of digital footprints such as photos, browsing patterns, voice samples, habits, and even emotional responses. These replicas can exist across platforms like social media profiles, gaming avatars, artificial intelligence based personas, or even algorithmic predictions about our behavior.

In many ways, our digital twin knows us better than we think. Every click, like, and share becomes a building block of this parallel identity.

### The Rise of Virtual Identity

Today, identity is no longer limited to our name or appearance. It includes how we present ourselves online, how artificial intelligence interprets us, and how others perceive us in virtual spaces. Whether it is a LinkedIn profile that highlights professionalism or an Instagram page that captures our lifestyle, each platform constructs a different version of who we are.

As students, our virtual identities often influence opportunities such as internships, networking, and personal branding. In a data driven era, managing this identity is not just important, it is empowering.

- Personalization: Artificial intelligence uses digital twins to recommend content, products, and learning experiences tailored to us.
- Self improvement: Fitness apps, career platforms, and productivity tools use data to analyse behavior and suggest improvements.
- Virtual interactions: In the metaverse, avatars allow us to study, socialize, and explore without physical limitations.
- Innovation: Businesses use digital twins to simulate decisions, making operations more efficient and customer centric.

When used ethically, these technologies enhance convenience, creativity, and connection.

### The Concerns: Whose Identity Is It Anyway?

With every advantage comes a set of challenges we cannot ignore:

- Loss of privacy: Our digital traces can be tracked, stored, and analysed without our knowledge.
- Manipulation: Deepfakes and artificial intelligence generated clones can mimic voices and faces, raising ethical and security risks.
- Identity distortion: The pressure to maintain a flawless online persona can create emotional strain and unrealistic expectations.
- Data ownership: Who truly owns our digital doppelgänger, us, the platform, or the algorithm?

### The Way Forward: Building a Conscious Virtual Self

As members of a rapidly digitizing world, we need to strike a balance between embracing technology and protecting our individuality. Here is how:

- Be mindful of what you share online.
- Regularly update privacy settings.
- Think critically before trusting artificial intelligence generated content.
- Build a virtual identity that aligns with your values, not just trends.
- Stay informed about digital rights and emerging technologies.

By doing so, we ensure that our digital doppelgänger becomes a tool for empowerment, not exploitation.

### Conclusion

Digital doppelgängers and virtual identities are no longer futuristic ideas, they are part of our everyday lives. As students, entrepreneurs, and future leaders, we stand at the intersection of innovation and responsibility. The challenge is not to escape the digital world but to shape it thoughtfully, ensuring that our virtual selves reflect the best of who we truly are.

**-KUNSH S AGARWAL  
BBA 1 HBIA**

## **CYBERSECURITY CHALLENGES IN THE WORK-FROM-HOME ERA: INDIA'S SILENT CORPORATE RISK**

One of the biggest shifts in the modern workplace, according to many, is the ability to work from home. In India, it has given workers more flexibility and a better work-life balance, decreased operational costs for businesses, and lessened the stress of daily commuting. For students, it symbolises the future of the workforce that we are getting ready to enter. But behind these apparent benefits is a crucial problem that frequently goes unnoticed: cybersecurity. The majority of Indian businesses adopted remote work far faster than they improved their digital security measures, which led to unanticipated risks.

Overconfidence in simple security tools is the issue, not a lack of technology. Employees who work from home utilise unprotected home networks rather than secure office systems. The prevalence of shared and antiquated networks in India has raised the risk of cyberattacks.

Big IT firms like TCS, Infosys, and Wipro were among the first to enable widespread remote work. Even these companies reported an increase in phishing attempts and endpoint security threats, despite their effective transition management. Due to their smaller budgets and lack of cybersecurity knowledge, startups and smaller organisations became even more vulnerable. This demonstrates unequivocally that cybercriminals adapted to the work-from-home environment more quickly than the majority of businesses.

One of the biggest risks in remote work environments is now phishing attacks. For everyday communication, employees rely significantly on emails, WhatsApp messages, and video-conferencing links. By sending phoney HR emails, salary revision notices, compliance alerts, and meeting invitations, cybercriminals take advantage of this reliance. Numerous data breaches in India have happened as a result of employees unintentionally sharing their login credentials rather than sophisticated hacking.

The extensive use of personal devices for work-related tasks is another significant issue. In order to keep workers productive during the pandemic, many Indian businesses permitted them to use their own laptops and smartphones. These devices lack regular security updates, encryption, and antivirus protection, and they are frequently shared with family members. They consequently become simple points of entry for malware and data breaches.

Technology alone cannot solve these problems; attitudes and behaviour must also be altered. Companies like HDFC Bank and Reliance Jio have improved cybersecurity by enforcing stronger access controls and multi-factor authentication. Regular employee training, which enables people to identify cyberthreats and comprehend their role in data protection, is equally important.

In conclusion, working from home is now a permanent feature of contemporary workplace culture rather than a temporary arrangement. Cybersecurity needs to be considered a fundamental duty rather than an afterthought for Indian organisations and aspiring professionals like students. Information protection is crucial for long-term survival and trust in an increasingly digital world.

**-ANDE SAICHARAN**

# GREEN REMOTE WORK AND SUSTAINABILITY

## Introduction

Green remote work is a concept that sits at the crossroads of technology and environmental responsibility. As more organizations move towards work-from-home and hybrid models, remote work has grown beyond being just a convenience or productivity tool. It has quietly become a meaningful way to reduce our impact on the planet. By cutting down daily travel, reducing office energy use, and relying more on digital collaboration, green remote work plays an important role in supporting long-term sustainability goals.

## Remote Work as an Environmentally Friendly Practice

One of the most visible benefits of remote work is the drop in carbon emissions. Daily commuting whether by private vehicles or public transport adds significantly to air pollution and greenhouse gas emissions. When employees work remotely, fewer vehicles are on the road, fuel consumption decreases, and air quality improves.

Remote work also reduces the need for large office spaces. With fewer people working on-site, organizations consume less electricity, water, and fuel for air conditioning and lighting. Over time, this leads to lower waste generation and a noticeably smaller environmental footprint for businesses.

## Digitalization and Smarter Use of Resources:

Green remote work encourages paperless working environments. Digital files, cloud storage, and online collaboration tools replace printed documents, helping reduce paper usage and deforestation. Virtual meetings further reduce the need for business travel, which is one of the major sources of corporate carbon emissions.

On a personal level, remote workers often make more sustainable choices. Cooking at home instead of relying on packaged office meals and takeaways reduces plastic waste. While these changes may seem small individually, together they create a significant positive environmental impact.

## Economic and Social Sustainability

Sustainability goes beyond environmental protection—it also includes economic and social well-being. Remote work helps organizations save on infrastructure and operational costs, while employees spend less on commuting, food, and relocation. This creates a more economically sustainable work model.

Socially, remote work improves work-life balance and reduces stress caused by long travel hours. It also opens up employment opportunities for people with disabilities, caregivers, and those living in remote or underserved areas. A healthier, happier workforce ultimately leads to better productivity and long-term organizational stability.

## Challenges and the Way Forward

While green remote work offers many benefits, it does come with challenges. Increased household energy use, growing electronic waste, and unequal access to digital tools can reduce its environmental advantages. To overcome these issues, organizations must promote energy-efficient practices at home, support proper e-waste disposal, and invest in sustainable digital infrastructure.

Creating clear policies, spreading awareness among employees, and adopting balanced hybrid work models can help ensure that remote work remains both effective and environmentally responsible.

## Conclusion

Green remote work represents a future where employment, technology, and sustainability move forward together. By lowering emissions, conserving resources, and supporting employee well-being, remote work aligns closely with global sustainability efforts. When planned and implemented thoughtfully, it is not just a modern way of working but a meaningful step towards a greener and more sustainable world.

**-TANVI  
MiBA 2B**

## WORK FROM HOME AS A SOCIAL AND ECONOMIC CHANGE

Work From Home (WFH) has come a long way from being an occasional perk to becoming a normal way of working for millions of people. What started as a temporary solution during the COVID-19 pandemic has slowly turned into a lasting social and economic change. Today, WFH is not just about using laptops and internet connections—it reflects a deeper shift in how people balance work and life, how organizations function, and how economies adapt to modern needs.

### Social Change Brought by Work From Home

One of the most noticeable social changes brought by WFH is the improvement in work-life balance. Without the stress of daily commuting, employees have more time for their families, personal interests, and self-care. This has helped reduce exhaustion and made work feel more manageable. Flexible working hours have also made it easier for women, caregivers, and people with disabilities to stay employed and grow professionally.

WFH has changed the way people connect at work. Earlier, offices were places where employees learned informally through conversations, teamwork, and daily interactions. Now, communication happens mostly through video calls, emails, and online platforms. Although this has reduced face-to-face contact, it has also created opportunities for people from different cities, countries, and cultures to work together, making workplaces more diverse and inclusive.

Another important social shift is the change in where people choose to live. Since employees no longer need to stay close to office locations, many have moved away from crowded cities to smaller towns or rural areas. This has improved their quality of life while also reducing pressure on urban infrastructure.

### Economic Impact of Work From Home

From an economic point of view, WFH has helped both employers and employees save money. Companies spend less on office rent, electricity, maintenance, and travel expenses. At the same time, employees save on transportation, food, and high urban living costs. These savings can be used for skill development, innovation, and better living standards.

WFH has also opened doors to new job opportunities. Organizations are no longer limited to hiring people from one location; they can now recruit talent from anywhere in the world. This has increased global competition, encouraged diversity, and boosted the growth of freelancing and gig work. As a result, the digital economy has grown rapidly.

However, WFH also comes with challenges. Industries like real estate, transport, and local businesses that depend on office workers have seen reduced demand. Moreover, not all jobs can be done remotely, which has made the gap between different types of workers more visible.

#### Conclusion

Work From Home is not a short-term trend—it is a powerful social and economic transformation. It has changed how people work, where they live, and how organizations operate. While issues like isolation, digital fatigue, and inequality still exist, WFH has clearly reshaped the future of work. As more companies adopt hybrid models, the influence of remote work will continue to shape society and the economy in the years to come.

**-TANVI  
MBA 2B**

## WORK FROM HOME, EARN FROM HOME: THE RISE OF IN-HOME ENTREPRENEURS

In today's fast-evolving economy, the line between office and home has blurred into oblivion. Welcome to the era of in-home entrepreneurs—ambitious individuals turning their living rooms, kitchens, and spare bedrooms into thriving business hubs. No commute, no dress code, just pure hustle. But what's fueling this boom, and how can you join the ranks?

### The Perfect Storm: Why Now?

The pandemic lit the fuse, but technology and economics keep the fire raging. Remote work surged by over 400% globally since 2020, per recent McKinsey reports, proving people can produce (and profit) without leaving home. Add affordable tools like Canva for design, Shopify for e-commerce, and AI platforms like ChatGPT for content, and barriers to entry plummet.

India's gig economy tells the story best: platforms like Upwork and Fiverr see millions of freelancers earning from Tier-2 cities like yours in Malkajgiri. Inflation and job instability push traditional 9-to-5s aside, while Gen Z and millennials—your peers in business studies—crave flexibility. Result? A 2025 Statista forecast predicts the global home-based business market will hit \$500 billion by 2030.

### Who Are These In-Home Trailblazers?

They're everywhere, scaling silently:

- **Content Creators:** Think Instagram reel makers scripting viral business tips or photography edits, pulling in ₹50,000–₹2 lakhs monthly via sponsorships.
- **E-commerce Hustlers:** Dropshipping sustainable bamboo frames or handmade spices from home kitchens, using Instagram Shops to reach global buyers.
- **Digital Consultants:** BBA grads offering marketing analytics or financial accounting advice on LinkedIn, charging ₹5,000 per session.
- **Tech Freelancers:** Data analysts crunching big data for startups via Google Colab, all from a laptop.

Real example: Priya from Hyderabad started a zero-investment reel script service during college. Today, she earns ₹1.5 lakhs monthly, humanizing business concepts for 50k+ followers.

#### Challenges and Smart Fixes

It's not all smooth sailing. Isolation hits hard, so join LinkedIn groups or Discord communities for that water-cooler vibe. Taxes? Use ClearTax for seamless ITR filing on home earnings. Scaling? Outsource via UrbanClap for virtual assistants.

Burnout looms too—set boundaries with the Pomodoro technique (25-min sprints) and celebrate wins, like your first ₹10k day.

#### The Future: Home as Your HQ

In-home entrepreneurship isn't a trend; it's the new normal. With 5G rolling out across Telangana and AI democratizing skills, expect more "earn from home" unicorns. Governments are catching on too—India's 2026 budget eyes tax breaks for solopreneurs.

Ready to ditch the cubicle? Your kitchen table awaits. Start small: Pick one skill, post your first LinkedIn update today, and watch the momentum build.

**-TRUPPITHI SONI**

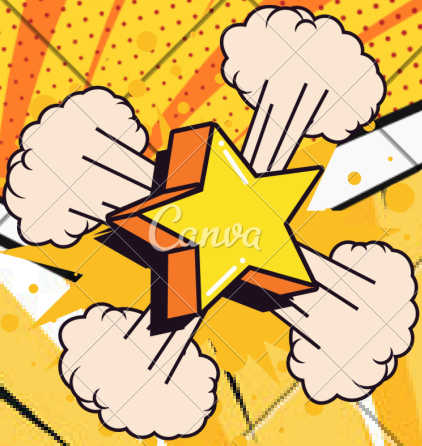


# WORK FROM HOME

A BETTER BALANCE

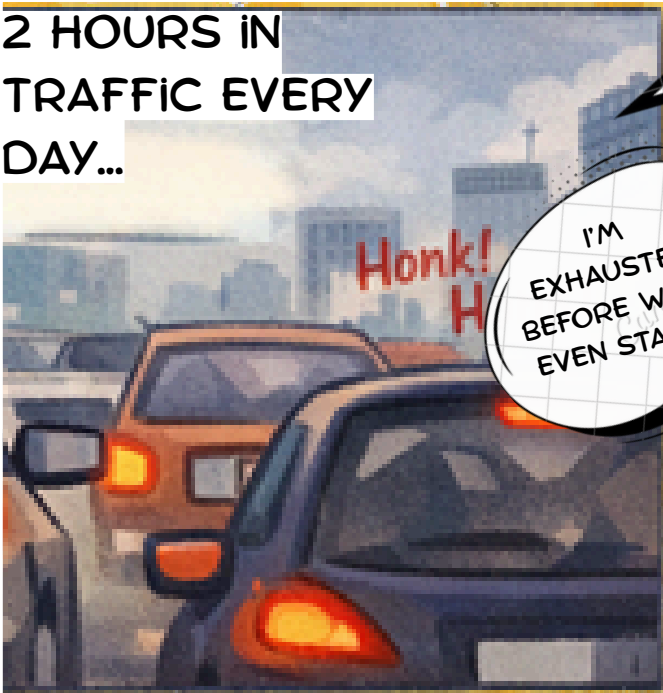


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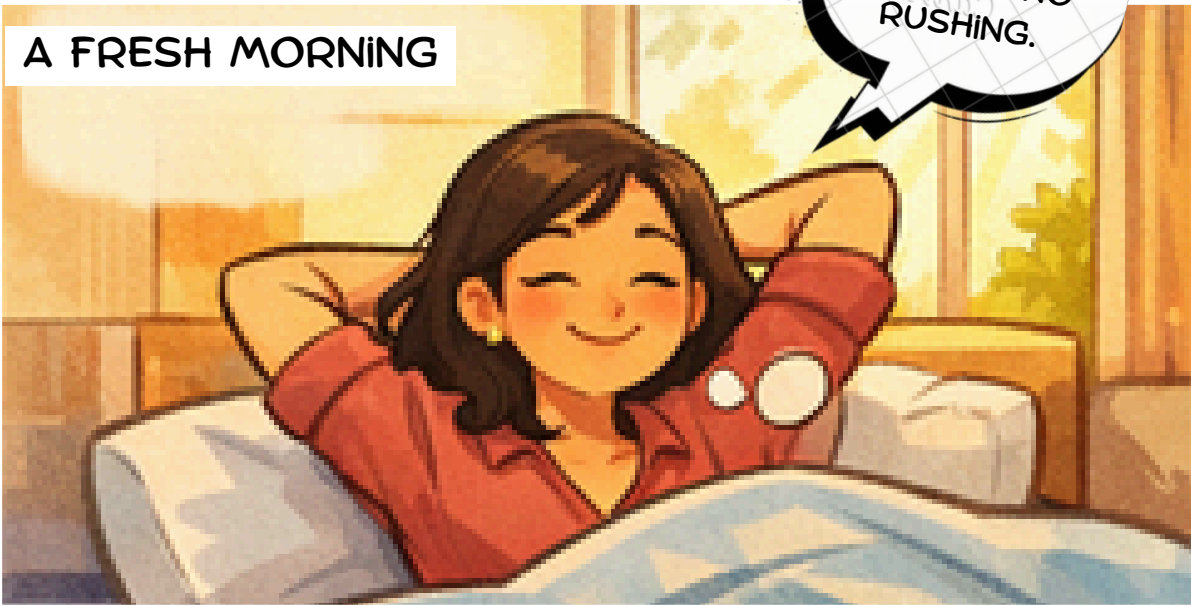


THE BIG NEWS



REALLY??

A FRESH MORNING



NO ALARM  
AT 6 AM. NO  
RUSHING.

COMFORTABLE  
WORKSPACE



NO TRAVEL. MORE SAVINGS

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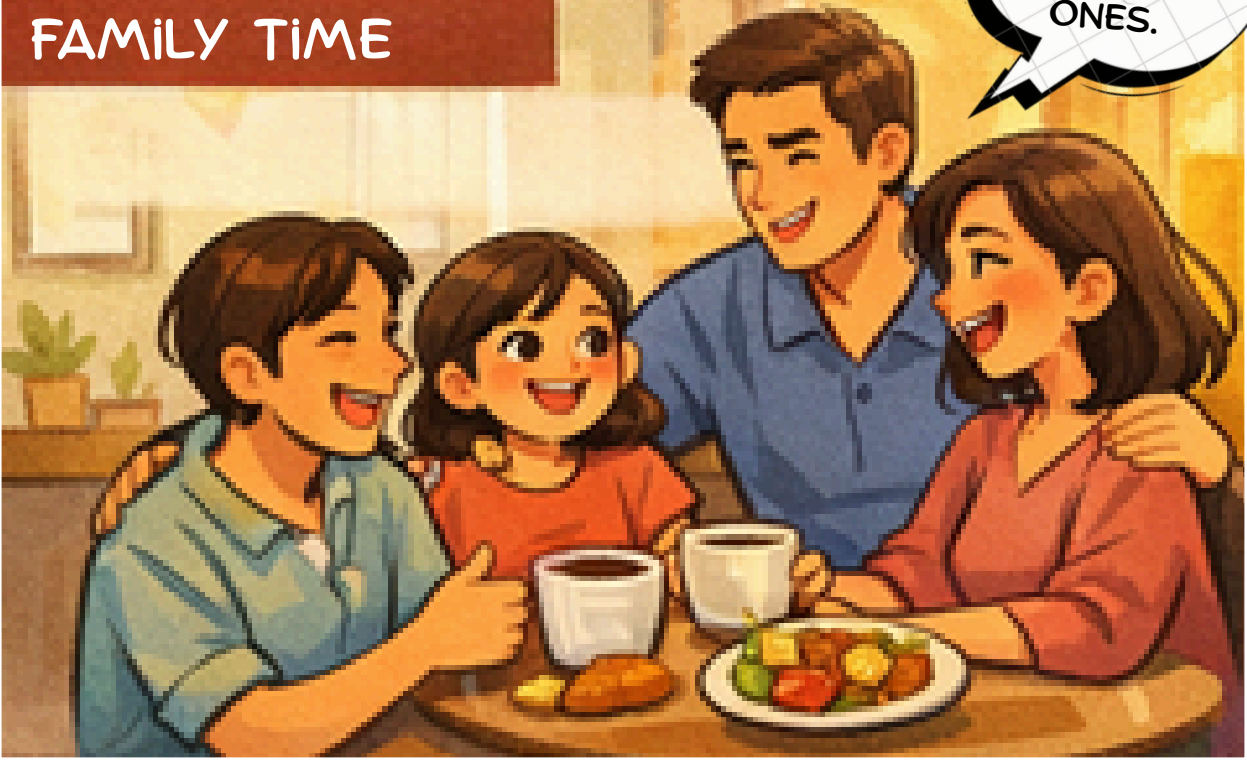
# HEALTHY LIFESTYLE



HEALTHY  
FOOD,  
HEALTHY  
MIND

MORE TIME  
WITH LOVED  
ONES.

# FAMILY TIME





WORK FROM HOME GIVES ME BALANCE

- Work done
- Family time
- Exercise

FLEXIBILITY + COMFORT + PRODUCTIVITY = SMARTER WORKING

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# WORK FROM HOME

