

“BURNOUT AND ITS PREVENTIVE MEASURES”

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ABSTRACT

The seventeenth century has been called the age of enlightenment; the eighteenth century, the age of reason; the nineteenth century the age of progress; and the twentieth; the age of anxiety. It is not surprising that interest in ‘stress’ has been raising with advancement in the present century. Stress is becoming a global phenomenon affecting every country, professions and all categories of workers. Technological and information revolution, fast materialistic life, innovation and growing competition have generated in man a feeling of powerlessness, helplessness, meaninglessness and in turn a source of consequent stress/burnout. As a result, today man experiences unprecedented turmoil’s, traumas and psychological conflicts .In this theoretical article researcher tried to focus on the concept of burnout, three approaches to knowing the burnout, process of burnout, causes of burnout and strategies to prevent burnout among individual were dealt in briefly

KEYWORDS: Stress, Burnout, Strategies and Preventive Measures