



WOMEN EMPLOYEES AND THEIR WORK LIFE BALANCE

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Abstract

In this modern era men and women both share the responsibilities of the family equally. This can be seen easily when we saw a thousands of women running from their home to reach their office to perform their professional job. But in this race of life from home to office and back to home women have to share a lot of responsibilities and at a point they felt overburdened and somewhere dissatisfied in maintaining their work life balance. Work life balance is basically to balance the responsibilities of both the professional and the family as well. In order to enhance the working women some strategies like flexi working hours, job sharing, telecommuting etc. can be adopted..

Keywords: *Working women, Work life balance, women and workforce*

Introduction

In this modern era men and women both share the responsibilities of the family equally. This can be seen easily when we saw a thousands of women running from their home to reach their office to perform their professional job. But in this race of life from home to office and back to home women have to share a lot of responsibilities and at a point they felt overburdened and somewhere dissatisfied in maintaining their work life balance. Work life balance is basically an art of maintaining a proper balance between our professional work and personal/Family life. Working women have to perform multiple roles in office and at home as well and somewhere the studies found that their work life balance is not up to the point. When a person fails in maintaining the proper balance between the professional work and other responsibilities then it results in work life conflict. A working woman faces this work life conflict when she doesn't get proper family support and overburdened with work and

fails to justify her role at both the places i.e. professional and personal. Indian women are also facing this work life imbalance problem.

Research Methodology

The present research paper is secondary data base. The data for this paper has been collected through internet and other published sources.

Objectives of the Study

- To discuss the meaning of work life balance
- To know the Reasons for Women joining the workforce
- To find out causes for work life imbalance among women
- To discuss various strategies to overcome this work life imbalance.

Meaning

Work–life balance (WLB) may be a thought as well as the proper prioritization between work (career and ambition) and lifestyle (health, pleasure, leisure, family). The work–leisure dichotomy was invented in the mid-1800s. Paul Krassner, an American journalist, observed that anthropologists define happiness as having as little separation as possible between your work and your play. The expression "work–life balance" was 1st employed in the uk within the late Seventies to explain the balance between an individual's work and personal life.

Literature Review

Aryee, S. (1992) conducted a study whose results indicate that married professional women in this study experienced moderate amounts of each type (job-spouse, job-parent, and job-homemaker) of work-family conflict.

Higgins (1994) found in his study that women are more overroled in comparison to men. Women are also feeling great interference of work to family when the children are young and less at the stage of children getting older.

Wesley and Muthuswamy (2005), in their study on 230 teachers of an engineering college in Coimbatore found that the work to family conflict was more prevalent than family to work conflict, thus indicating that permeability of work into family was more than permeability of family into work.

Reasons for Women joining the workforce

Positive as well as negative factors Studies have shown that working women is the result of both positive as well as negative factors. Some women joined the work because of the availability of plenty of leisure time while others have joined because of the unavailability of

any source of income. In developing economies the predominant factor for working women is low family income.

Successful Women Professional The success of a women also motivate others to take initiative and become part of the workforce world as to name a few Successful Leading Business Women in India **Akhila Srinivasan**, Managing Director, Shriram Investments Ltd; **Chanda Kocchar**, Executive Director, ICICI Bank; **Ekta Kapoor** ,Creative Director, Balaji Telefilms; **Jyoit Naik**, President, Lijjat Papad; **Kiran Mazumdar-Shaw**, Chairman and Managing Director, Biocon; **Lalita D Gupte**, Joint Managing Director, ICICI Bank; **Naina Lal Kidwai** ,Deputy CEO, HSBC; **Preetha Reddy**, Managing Director, Apollo Hospitals; **Priya Paul**, Chairman, Apeejay Park Hotels; **Rajshree Pathy**, Chairman, Rajshree Sugars and Chemicals Ltd; **Ranjana Kumar** ,Chairman, NABARD; **Ravina Raj Kohli**, Media personality and ex-President, STAR News; **Renuka Ramnath**, CEO, ICICI Ventures; **Ritu Kumar** ,Fashion Designer;**Ritu Nanda**, CEO, Escolife; **Shahnaz Hussain**, CEO, Shahnaz Herbals; **Sharan Apparao**, Proprietor, Apparao Galleries; **Simone Tata**, Chairman, Trent Ltd; **Sulajja Firodia Motwani**, Joint MD, Kinetic Engineering; **Tarjani Vakil**, former Chairman and Managing Director, EXIM Bank; **Zia Mody**, Senior Partner, AZB & Partners; **Indra K Nooyi**, the CEO of PepsiCo.

Increased Government Support The government is also taking initiatives to improve the status of women and provide various schemes to the women entrepreneurs to upgrade them. From Fifth Five Year Plan (1974-78) onwards the role of the government has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities. Several policies and programmes are being implemented for the development of women entrepreneurship in India

Causes for work life imbalance among women

Overburdened Working women are generally confronted with the problem of excessive work. As they have to justify their role as a homemaker and a professional too. They have to look after their children, in-laws, spouse and the social circle. Now the increased job responsibilities also require them to work for long hours. All these factors results in making the work life imbalance.

Work family conflict Now a day's most of the jobs are in the private sector. Private companies require their workers to contribute maximum towards the organization. When the women employees have to perform a lot of work in the organization, they felt exhausted and contribute only a little towards their family and fails to justify their role towards their family.

Injustice to oneself While justifying the multiple roles in the office and at home, female employees doesn't left with time for them. At the end they feel stressed and strained and at a point feel dissatisfied with their life also.

Increased Competition Due to the increased competition with their counterparts that is male workers, females also have to devote themselves fully towards their professional work. For attaining success and promotions they have to work hard for their profession and this requires time which they have to give from cutting their family time which results in work life imbalance.

Lack of Family Support In case of women entrepreneurs there is no support from their home which works as the greatest demotivating factor for the women entrepreneur.

Family Obligation In India women are expected to be multi talented. They are expected to fulfill all the obligations towards their family. They generally got struck into their role conflict and felt stressed and demotivated.

Inexperienced To become efficient in any field requires a lot of knowledge, training and experience. Women who enter the market have to face a lot of problems due to the lack of appropriate knowledge, training and skills.

Shortage of Finance Women generally do not have collateral securities to be produced for taking loans and obtaining the support of bankers, managing the working capital are the problems which still remain in the male's domain.

Lack of self-worth To become fortunate in any space self-worth and robust self-command is a vital requisite. Unless you're assured concerning yourself you cannot bring home the bacon something. Women usually lack self-worth to become a businessperson due to the stiff competition, inadequate family support, high capital investment and also the high risk.

Strategies to overcome these constraints

- **Increased Family Support:** The success of a business depends on the support the family members extended to women in the business process and management. Family members must support and motivate their female members in achieving their new heights in the field of entrepreneurship.
- **Flexible working hours:** The organization must provide the female employees with flexi working hours so that they can justify their roles both at home and workplace.
- **Telecommuting:** The organizations can provide their female staff to perform their majority work from their home which can save their time of commuting and also reduces their work stress.
- **Compressed work weeks:** The working hours on some days can be extended in order to provide a day off from the job so that the women get time for their family, social circle and for themselves also.
- **Government Support:** The government should put a check that whether the women entrepreneurs are actually receiving the benefits of their schemes or not. Most of the times women entrepreneurs remains unaware of the facilities which government offer to them and lack behind. Government should make such an arrangement that they can get knowledge about all the available schemes and become successful.
- **Self Updation:** In the era of globalization updating oneself is the sure key for success. Women entrepreneurs should always keep themselves updated by attending various seminars and conferences; reading books, journals and magazines; creating their own blogs and so on.
- **Proper Training:** There should be continuous monitoring, improvement of training programmers, practical experience and personality development programmes to improvise their over-all personality standards.

The Gender-GEDI suggests this Public Policy for increasing women participation. The specific areas where the improvement is needed are the fundamental weaknesses in (1) Women's access to education; (2) Equal legal rights; and, (3) Women's access to bank accounts. Ensuring ladies equal rights may be a commencement towards up attitudes towards high potential feminine entrepreneurs and girls in government positions.

Beyond providing the fundamentals to foster feminine entrepreneurship, these countries need to improve women's access to SME training programs, access to finance and access to resources such as the internet. But so as for businesses to prosper, these countries should additionally concentrate efforts on raising up the business atmosphere.

- **Conclusion**

A lot of responsibilities with no hope of help from family or profession make the work life imbalance among working woman. They felt stressed and strained. This work life imbalance can be balanced by providing a little help from the side of family and some changes in the profession like flexi working hours, job sharing, telecommuting etc. This will provide a lot of satisfaction to them and they can justify their role at both the place much better.

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