



A STUDY ON THE WORK LIFE BALANCE OF WOMEN EMPLOYEES WITH SPECIAL REFERENCE TO MANNARKKAD MUNICIPALITY

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Abstract

The role of working women has changed throughout the world due to economic conditions and social demands. This has resulted in a scenario in which working women have tremendous pressure to develop a career as robust as their male counterparts while sustaining active engagement in personal life. Work life balance refers to maintaining the balance between responsibilities at work and at home. Work life balance is one of the most challenging issues

being faced by the women employees in the 21st century because of the type of roles they play at home and the spill over of personal life over work life. This affects the person's physical, emotional and social well-being. Thus, achieving work life balance is a necessity for working women to have a good quality of life. This paper is an attempt to explore the tough challenges faced by working women in maintaining a balance between their personal and professional life.

Introduction

Work – life Balance of women employees has become an important subject since the time has changed from men earning the family living in today's world where both men and women equally share the responsibility of earning for the betterment of their family life. Hence it is for the betterment of their family life. Hence it is very necessary to know how the women balance very professional and domestic life. In the initial stages, women had to struggle a lot to establish their identity in this competitive world, both in the society as well as in the professional life. But with the advancement in educational and training institutions, things have improved to a great extent.

Historical data from employment survey in India indicates that the employment rate of women has remarkably increased by 3.6% per year from the year 1991 to 2001. Women in India have broken barriers and built bridges in the professional flat forms. Work-Life Balance focuses on two main aspects called Achievement and enjoyment. This means that a woman should be able to have job satisfaction (Enjoyment) and at the same time be able to grow up in his career (Achievement) when a working woman is able to achieve and enjoy her professional and personal life, it means she has a positive work-Life Balance.

The fast developing knowledge economy has given place for more number of women to be enlightened by higher education. Education has not only empowered them but also has given them robust careers. With brain power being the requisite skill in this knowledge era, rather than endurance or physical strength, the women workers seem to flood into every industry on par with men. But this has indeed become a tough challenge for women as they have to perform a lot of duties in home and office as well. As working women get married, they have additional responsibilities and when they become mothers, they have to manage the primary care of children and extended family and are thus, under greater pressure to continue on a career path. Working mothers of today fulfill family responsibilities and also try to remain fully involved in their careers coping up with the competing demands of their multiple roles. The caring responsibilities that working mothers have lays a heavy stress on them when it is combined with their professional duties. The attempt of working women to integrate, organize and balance the various problems and activities in their different roles simultaneously puts them under tremendous pressure.

Work life balance

Work life balance is the proper prioritizing between "work" (career and ambition) on one hand and "life" (pleasure, leisure, family and spiritual development) on the other. Related, though broader, terms include "lifestyle balance" and "life balance". There is a large individual component in that meaning includes each individual's needs, experiences, and goals, define the balance and there is not a one size which fits all solution. Also, what work-life balance does not mean is an equal balance in units of time between work and life. Work life balance has important consequences for employee attitudes towards their organizations as well as for the lives of employees. A balance between work and life is supposed to exist when there is proper functioning at work and also at home.



Objective of the study

1. To study the cross tabulation of demographic details and WLB level.
2. To identify the determinants of WLB and satisfaction level of employees.
3. To evaluate the strategies to achieve WLB.
4. To offer suggestions based on findings of the study.

Scope of the study

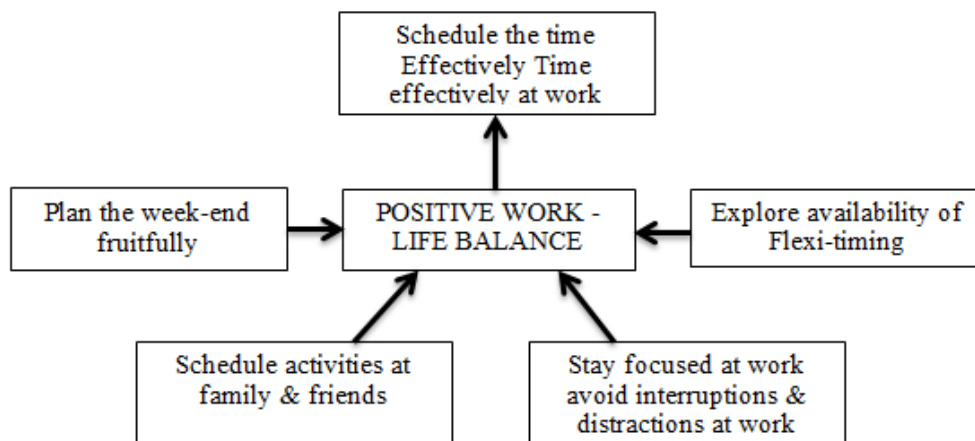
The present study analyse the work life balance of women employees Palakkad district and data was analyzed based on information gathered from the women employees. And data was collected from 80 women employees in Mannarkkad Municipality, Palakkad district.

Data collection

To achieve the aforesaid data is gathered from Primary and Secondary sources. Primary data is collected from questionnaires administered to various respondents such as women employees. Secondary data is gathered from various published reports, Journals; Research Articles Etc.

Positive work-life balance

To achieve a positive work-Life Balance, w women should be pro-active and plan her professional and personal schedules well in advance so that both are equally balanced and the end result is satisfaction. The bellow figure represents few strategies to strike a positive WLB:



When a woman follows the above strategies regularly, she would be successful professional as well as an outstanding family maker.

Policy on work-life-balance in organizations:

If an organization needs to be successful with committed and productive women, it needs to not only lay down schemes and strategies, but also needs to formulate policies and guide lines that can monitor these schemes.

The following steps are mandatory to formulate the policy on WLB:

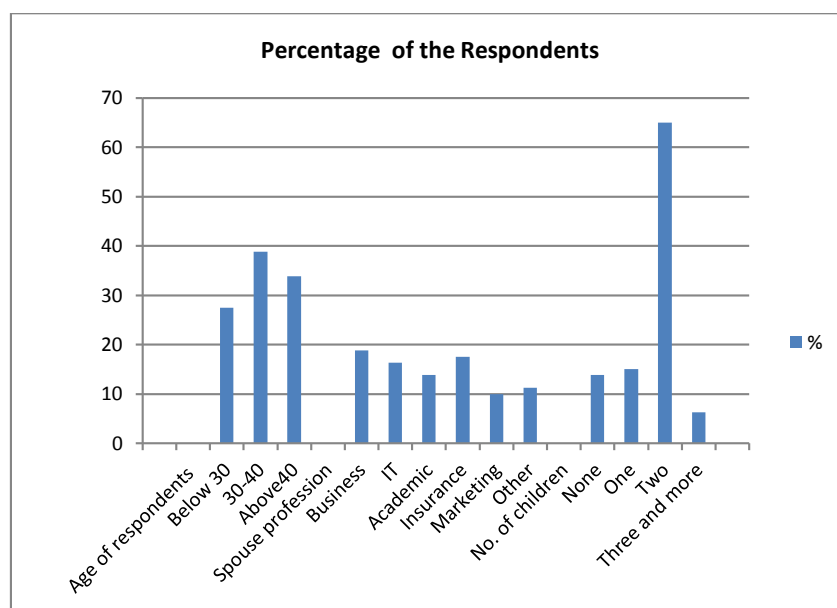
1. Identification of the need for introducing WLB Policy.
2. Creation of a Task-force that can lead this activity.
3. Formulate the policy on WLB based on the company's vision & mission's statement.
4. Form a committee that comprises of representatives from management as well as workers category.
5. Conduct workshops to enhance knowledge and necessity of this policy.
6. Communicate the policy to all the employees.
7. Implement the policy of maintain regular feedbacks & suggestions.
8. Register and record each activity of the committees/Taskforce.
9. Update any changes that have been made to all employees.
10. Make the policy reachable and understandable by all.



Data analysis & interpretation

Cross tabulation of the demographic details and WLB level

Sl:No	Category	Frequency	%	WLB Level			
				Very High	High	Medium	Low
1	Age of respondents						
	Below 30	22	27.5	7	9	4	2
	30-40	31	38.8	6	7	10	8
	Above40	27	33.8	12	5	6	3
2	Spouse profession						
	Business	15	18.8	2	3	5	10
	IT	13	16.3	2	2	4	5
	Academic	11	13.8	4	4	2	1
	Insurance	14	17.5	3	4	5	2
	Marketing	8	10.0	2	2	1	3
	Other	9	11.3	3	1	2	3
3	No. of children						
	None	11	13.8	4	4	2	1
	One	12	15.0	3	2	4	3
	Two	52	65.0	7	9	16	20
	Three and more	15	6.3	1	1	4	9



Interpretation

Among the 80 working women, more number of respondents belonged to the age group of 30-40 (38.8%). Many respondents (65.0%) had two children. In terms of Spouse’s Profession, 18.8% were engaged in business, 16.3% in the IT sector, 13.8% in Academic sector, 17.5% in Insurance sector, 10% in Marketing sector and so on. WLB level is very high in below 30 age group and 40 age group, in between 30-40 age group WLB is very low. In terms of Spouse’s Profession, WLB is very low in the case of Business and high in the case of Academic. The maintenance of the WLB is highly depending upon the no. of the children.

*Table showing determinates of WLB & satisfaction level*

Determinants of Work Life Balance	Highly Satisfied	Satisfied	Dissatisfied
Support system in the family	23	36	21
Child care	17	25	38
Working Environment	17	38	25
Alternate work option	10	15	55
Benefit awarded by the company	17	25	38

Interpretation

Among 80 respondents around 50% were satisfied with their family support. 48% dissatisfied with child care and benefit awarded by the company. 69% were dissatisfied with alternative work option and 48% were satisfied with working environment.

Findings

1. This study was able to measure the work–life balance of working women finding that working women find it very hard to balance their work and personal life irrespective of the sector they are into.
2. More number of respondents belonged to the age group of 30-40 (38.8%).
3. Above 65% respondents had two children.
4. In terms of Spouse's Profession, 18.8% were engaged in business, 16.3% in the IT sector, 13.8% in Academic sector, 17.5% in Insurance sector, and 10% in marketing sector and so on.
5. WLB level is very high in below 30 age and 40 age group and low in 30-40 age group.
6. Among 80 respondents around 50% were satisfied with their family support. 48% dissatisfied with child care and benefit awarded by the company. 69% were dissatisfied with alternative work option and 48% were satisfied with working environment.

Suggestion

1. Organizations need to adopt human resource strategies and policies to overcome the issues of the work life balance of women in the current business environment.
2. Health and wellness programs can, for sure help working women in balancing their personal and professional life.
3. Employees can plan and schedule the time properly as well as in profession and family life.
4. At last but not least family support is very important in WLB of women employees.

Conclusion

“Women constitute an important section of the workforce. However, the present situation of a large number of well-qualified women who due to various circumstances have been left out of their jobs needs to be addressed. The problems faced are several but, significantly, most often the "break in their careers" arises out of motherhood and family responsibilities. Work-life balance initiatives designed to help employees balance their work and personal lives are not only an option, but also a necessity for many employers today. There is a need for Critical reflections on the work life balance debate, organizations to adopt human resource strategies and policies that accommodate the work-life needs of a diverse workforce in the current business environment.

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