



WORK LIFE BALANCE OF WOMEN EMPLOYEES IN TEXTILE INDUSTRY

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Abstract

The study on work life balance of women employees' aims to know the attitude of women employees working in Textile Industry of Karur District in Tamil Nadu about their work-life balance and the strategies employed for Arbringing balance between work and life. Both primary and secondary data were used for collecting the information. A structured questionnaire is used for primary data and secondary data was obtained through some textiles records, Journals, Magazines and Websites. Satisfied sampling used is used in selecting sample. Total population approximately 10000. Sample size used 200. The data analysis is done using percentage analysis and Chi square method is applied to know whether job satisfaction by the industries has got any influence on the work balance of women employees. The result of the study gave a positive opinion on the variables selected.

Key words: *Human Resource Management, Women Welfare Measures and Textiles Industry.*

Introduction

Maintaining a balance between one's personal and professional life has become a prominent topic in the society. The expression Work-life Balance (WLB) was first used in the middle of 1970s to describe the balance between one's work and personal life. In the year 1977, Kanter opined about the "myth of separate world" and called attention to the reality that work and home are inescapable linked. In past few years, there has been increasing interest in WLB in the press and in scholarly journals well as government, management and employee representative (Russel and bowman, 2000). This increase in interest is in part driven by concerns that unbalanced work-life relationships can result in reduced health and low performance outcomes for individual, families and organization.

Perspectives on Work-Life Balance

Zedeck and Mosier (1990) and O'Driscoll (1996) note that there are typically five main models used to explain the relationship between work and life outside work, these are the segmentation model, the spillover model, the compensation model, the instrumental model and the conflict model Recently interest has been focused in particular on the conflict model, especially in dual career families, although research on the spillover and compensation models continues to be widely reported.

In march 2007, a model of work-life balance was also developed by Dr Mervyl McPherson of the EEO Trust on the basis of literature review .Model define the relationships between work-life balance, discretionary effort, employee engagement and productivity on the basis of research evidence and logical argument. The model explains the relationship of work-life balance initiatives to productivity through workplace culture. Models of work-life balance can also be enriched by the psychology of individual differences. For example, psychological theory concerned with aspects of personality can enhance our understanding for perceptions of work-life balance.

Statement of the Problem

Work life balance is the imperative instrument in the modern working life of any individual irrespective of their occupation. It is normally a challenging exercise among the occupants to manage work situations, family circumstances and the intervention of these two at different conditions. In addition to that the influence of predictable and extraneous factors relevance to work life balance is countless. These influences of work life balance differ significantly based on gender differences. The consequences of work life balance related issues affect heavily among the women occupants while compare to male occupants because female occupants have to contribute more to the family and society. Care, concern and curiosity are the natural attributes of a woman which are further reinforced by additional characteristics like empathy, flexibility and persistence. The family system of every women employee, the family members support, responsibility centre of women in family and the sources of income among the families make the women employees to encounter work life balance related consequences and which is also reflected by them at social and organizational level.

The women employees working in textile industries work under the condition of work pressure, inflexible working environment and huge complaint transaction. In addition to that the women employees working in textile industries undergo the pressure of multi task and multi demand and command. The women employees in textile industry face the situation of caring the work responsibilities to the home and at the home. These avenues encounter the imbalance among them to manage work and family. In addition to that in recent years, the male employees' unwanted disturbances after working hours



stimulate the issues of work on family. The women employees by their nature, occupation background and personal causes lose their concentration at work places and even found to be unproductive workers. The textile industries carry heavy responsibility concern and accountability make women to encounter work life balance related issues. Attitude is the combination of cognitive, affective and behavior component

Karur District is renowned for its textile industry and bus body building. The textile industry involving handlooms and power looms began to flourish in Karur after farmers switched over to it in a big way as agriculture become unviable following frequent monsoon failures. During the last three decades the town emerged as a major textile centres with its 1000 odd power loom and handloom units producing bed spreads, towels and furnishings. There are about 1000 units along a 10 km stretch on the bank of Amaravathi which under takes dyeing, bleaching, weaving, tailoring, knitting, knotting, packaging, transporting and trading. In this 487 are wet process units carrying out bleaching and dyeing activity reaming are dry process units. These dyeing and bleaching units are located in and around Karur town. These units are small scale units carrying out yarn and gray cloth bleaching and dyeing process on job work basis. The hank yarn processed in this area accounts for over 70 per cent of the yarn dyed and bleached in the Tamilnadu state. They feed handlooms on Salem, Dindigul, Trichy, Erode, Coimbatore, Tirunelveli and Madurai. Karur have the way for the establishment of textile industries. These textile industries offer employment to women in various working avenues. But the working systems, the prevailing work culture, the impetus of needy economy sources cause work life balances among working women in this industries. In order to study these aspects the particular study has been designed.

Need of the study

Work-Life Balance (WLB) has become perceptible as a strategic concern for the management of human resources and a significant element for women employee's retention strategy. Nowadays, Textiles industry in most developed and developing countries are facing a myriad of productivity, competition, social, economic and organizational pressures. Most textile industry is confronted with two crucial and often opposing challenges- namely the urgent need to improve productivity. In addition, textile industries have been struggling with goodwill of organization.

In an effort to address these problems, this study examines the direct and indirect effects of WLB practices in various textiles industry in karur. The study of WLB practices provides women employees with a greater level of work flexibility in order to accommodate family and other life responsibilities.

Objectives of the Study

1. To study the socio-economic profile of working women with reference to Textiles industry in Karur district at Tamilnadu.
2. To understand women employees' attitude about their work-life balance in Textiles industry.
3. To understand the strategies employed towards work life balance at work and family.

Data Source: Primary and secondary data are used in this study. Primary data was collected from the Textile Industries Karur District. Secondary data was collected from the Internet.

Universe: The Universe of the Karur textiles industries is approximately 10000 women employees.

Determination of Sample Size: Sample size includes 200 numbers of women employees of Textile Industries Karur District.

Sample Methods: The sampling method closer for conducting the research was random sample. An attempt was made to measure the worker participation in management on index of the company with self-test questionnaires. 200 person chosen from different sections of the company were asked to till up the questionnaire.

Hence respondents were not asked to write their names in the questionnaire for identification. Mentioned here by their age, designation, year of experience qualification. All were requested to give the four answers and it's expected in the same ways as they cannot be identified with this system.

Review of Literature

Work-Life Balance

"Work-life balance is fast becoming one of the defining issues of the current employment scene. Currently there is a shift from "work-family balance" to "work life balance" to reflect the fact that non-work demands in people's lives not necessarily limited to family only. A good work-life balance is when employees having the ability to fulfill both work and other commitments (family, hobbies, art, travelling, studies and so forth)" **Muhamad Khalil Omar (2010).**



“Feeling drained leads to lower levels of satisfaction with life and higher rates of burnout, depression and ill-health. And while playing multiple roles can be stimulating, interesting and lead to sense of accomplishment and achievement, McCarthy said, "There are real risks we need to be aware of. People need to assess which strategies they're using to cope with their problems and make sure they're making time for resource recovery" **Julie McCarthy (2011)**.

Work Life Balance and Women Employees

“Work life balance is a swap – a deal you have made with yourself about what you keep and what you give up. It is no coincidence that work life balance entered the public domain about the time that women –and especially mothers in dual career households-started working in force. Suddenly there was a whole group of people juggling two mutually exclusive and colliding demands being great parents and great employees at the same time. Especially in the early days, the struggles to make everything work were messy and painful for many working moms and their stories were filled with guilt, ambivalence and anger” **Jack Welch (2005)**.

“Women who are professionals would not be able to succeed without family support. Generating economic value for my country is as important to me as having a happy personal life.” **Madhuri Dixit , Sulajja Firodia Motwani (2011)**.

“In today’s day and age, workplace flexibility is no longer just about women and child care, point out Indian women executives. Rather, it is more about enhancing the quality of life for all employees. Ms Rachna Aggarwal, CEO of Indus League Clothing, agrees that the work-life balance is an expectation that more men and women look for from a workplace. “I have several of my male colleagues who look for flexibility of work because his child or mother is sick,” she says.” **Anjali Prayag (2011)** .

Analysis of Work Life Balance of Women Employees

	Working Timings	Job Satisfaction	Recruitment Benefits	Welfare Facilities	Compensation	Male Employees Relationship
Respondents	%	%	%	%	%	%
Strongly Agree	45	55	40	20	35	20
Agree	35	30	45	30	43	20
Disagree	15	15	8	38	12	35
Strongly Disagree	5	0	7	12	10	25
Total %	100	100	100	100	100	100

Findings

With the available data, appropriate analyses were conducted and the following factors were found out:

1. Most of the respondents are below higher studies.
2. Most of the respondents are age factor 31 – 40.
3. More than of respondents are living in rural areas.
4. 45% of the respondents are strongly agreed to their working time.
5. It has been found that 55% of the respondents are strongly agreed Job satisfaction
6. 45% of the respondents agreed Recruitment benefits.
7. 38% of the respondents are disagreed with the provide Welfare facility.
8. 43% of the respondents agreed with the Compensation.
9. 35% of the respondents disagreed relationship to the male employees.

Suggestions

1. Due importance may be given to recruit women employees with rural background to help them to elevate their economic status.
2. Textile industries may strengthen the job security for women employees that help to manage their economic needs towards family requirement.
3. Child care and counseling may be organized to relax the women employees on their family stress.
4. Personal counseling and training may be offered towards managing work life balance.
5. For children, schools facilities and bus facilities are to be provided.
6. The culture of mutual understanding and work force diversity may be brought in textile industries.



Conclusion

Indicate about the depth study on the work life balance of women employees in textiles industries in the selected location in Karur district also influenced by their personal, family, career, social and work related avenues. In addition to that present day textiles industry work in the growth of productivity and goodwill of the industries. The employment of women in these textiles industries also increases. But at the same the women employees in these industries are expected to work which leads to manage quality of work life and family demands. The employment of married women in these industries has increased in recent days and in addition to that the work avenues of women have also expanded in these industries. The women employees in textiles industries also deploy contingency based personal, family and organizational strategies to manage work

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