



AN INSIGHT INTO WORK LIFE BALANCE

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Abstract

This article emphasizes the well-known terminology "Work life balance" which is a must to possess for all human beings today. Women in Medieval India were confined to their homes. They looked after their family's holistic wellbeing. In the present era, women have started to share the men's role in earning for the family. A family had dual earners with both husband and wife going to work. As the work pressure started to take toll, the women's mental health and well-being started to deteriorate. As a result of which she was not able to care for herself and her family. Here comes the importance of work family balance because she is the one who has to shoulder all the tasks and duties for a family's accomplishment. It is an idea of properly prioritizing work and lifestyle.

Keywords: Women, Work-Life Balance, Family, Health and Well-Being.

Introduction

Woman is playing a multi-faceted role in her day to day life. She is in to all the industries and fields one can think of. Starting from the automobile industry to the textile industry she is everywhere. One can also quote the recent happenings in Rio-Olympics where our Indian women bagged the medals. During her working and leisure hours, she plays a multi-tasker. As many experts have pointed out, balance is not about building an impenetrable wall between your personal and professional lives, but finding ways to connect and integrate the two.

Work-life balance is a notion of proper prioritizing between "work" and "lifestyle". This is related to the ideal lifestyle of choice. In the early 1800's this term was known as work-leisure dichotomy. Due to the imbalance in work and family, many physiological and psychological aspects like stress, anxiety and frustration arises. One should know how to balance it properly. The interest in work-life balance issues began in the 1980s as more women entered the workplace and focused primarily on helping employees balance work and family responsibilities.

Objectives of the Study

1. To identify the factors that affects the quality of life in terms of career and family.
2. To identify the perception of women employees towards the challenges of Work Life Balance.
3. To explore the statutory measures towards Work Life Balance.
4. To suggest ways to improve work life balance

Review of Literature

Women are entrusted with the responsibility of developing healthy family environment, their efficiency and quality time in both places, i.e., personal environment and work environment become significant and this has an impact on the happiness of the family and family members and also on smooth functioning of an organization. A working woman is an invaluable asset for developing the standard of living of family as well as nation it becomes important to study about the Work Family Environment of Women employees. The Conceptual reviews given below makes an assessment on the impact of work & family life dimensions on the Work Life Balance of women employed in different working segments. These views collected for this research are summarized as follows.

Prerna Patwa (2011)¹ examined the balance between the personal life & the professional life of the working professionals from banking & insurance sector. The parameter taken in to consideration for measuring the work-life balance are the number of working days in a week, daily working hours, travelling time to workplace, time spent with the family daily, botheration for work, bringing work home, feeling about work and measures taken to relieve stress. It is concluded that approaches are available to support work-life balance, ranging from promotional programs that emphasize the significance of balance and offer support.

V. Varatharaj; S. Vasantha (2012)² revealed that Women working in Service Sector with Reference

¹Prerna Patwa (2011), "Work-Life Balance: A Cross Sectional Study of Banking & Insurance Sector", *International Journal of Research In Commerce, IT and Management*, Volume No. 1, Issue No. 3, pp. 85 -90.

²Varatharaj V., and Vasantha, S., "Work Life Balances A Source of Job Satisfaction - An Exploratory Study on the view of Women Employees in the Service sector", *Zenith International Journal of Multidisciplinary Research*, Vol.2, Issue 3, March



toChennaicity. Therelationshipbetweenpersonalandprofessionallife for women working in service sector at Chennai, can be achieved through emotional intelligence. Better emotion management is necessary in order to accomplish day-to-day objectives of life. The findings of the study reveal the majority of the women Employees feel comfortable in their work place irrespective of their trivial personal and work place . The secret to work-life balance will vary depending on field of work, family structure and financial position.

Delina& Prabhakara Raya (2013)³in their paper explored the tough challenges faced by working women in maintaining a balance between their personal and professional life. The various factors affecting the work-life balance of married working women have been examined in this study. The tool used for the study is the manual on work–life balance of The Industrial Society by Daniels and McCarraher. Data were subjected to descriptive statistics and it was found that the problems faced by the working women of Pondicherry in terms of work-life balance are high. The results also indicate that the work-life balance of individuals affect their quality of life. This study was able to measure the work–life balance of working women finding that married working women find it very hard to balance their work and personal life irrespective of their sector, age group and the number of children they have and their spouse’s profession.

Methodology

This study is systematically organized and scientifically analyzed the data. Both descriptive and inferential analyses are simultaneously employed to derive results derived in the objective of the study. In order to study the effectiveness of Interpersonal communication between physicians and respondents, interview schedules were used. At the point of inception a pilot study is planned and pre tested with a well - defined questionnaire. Instead of obtaining information from each and every unit of the universe, only a small representative part is studied and the conclusions are drawn on that basis for the entire universe or whole population. Hence, this research uses sampling method for collecting data. For this research stratified random sampling is used for collecting the data from the respondents with the help of a questionnaire. The data which are not originally collected but collected from either published or unpublished sources are called secondary data. In this research secondary data that has been sourced from magazines, articles, journals are used.

Analysis and Findings

Various tools have been used for the analysis like Chi-square, Percentage and Factor analysis. Bar charts are used at various places as a statistical tool. The results are compared and analyzed by using descriptive analysis and inferential analysis.

Frequency and % regarding the profile of respondents

Demographic variables		Frequency	percentage
Age in years	Up to 40	222	55.09
	41 -50	141	34.99
	Above 50	40	9.93
Marital Status	Single	200	49.63
	Married	203	50.37
Educational Qualification	P.G	221	54.84
	M.Phil.	130	32.26
	Ph.D.	31	7.69
	SET/NET	21	5.21
Family Type	Nuclear	196	48.64
	Joint	207	51.36
Family Members	Below 4	146	36.23
	4 – 6	205	50.87
	Above 6	52	12.90
Income Providers in the Family	One	164	40.69
	Two	167	41.44
	Three	46	11.41
	Four	26	6.45
Place of Stay	Own House	215	53.35
	Rented House	137	34.00
	Quarters	30	7.44
	Hostel	21	5.21
Total		403	100.00

³**Delina&PrabhakaraRaya**, “A study on Work-Life Balance in Working Women”, *International Journal of Commerce, Business and Management*, ISSN:2319–2828, Vol.2,No.5,October2013, Pp 274 - 282



- Regarding the Marital Status it can be interpreted that highest percentage of group in marital status is married.
- Regarding the Educational Qualification it can be interpreted that highest percentage of Educational qualification is PG.
- Regarding the Family Type it can be interpreted that highest percentage of family type is Joint family.
- Regarding the Family Members it can be interpreted that highest percentage of group in size of family is 4-6 members.
- Regarding the Income Providers in the Family it can be interpreted that highest percentage of group in size of family is Two.

Diagrams and charts are mainly used for clear understanding of the data collected in pictorial form

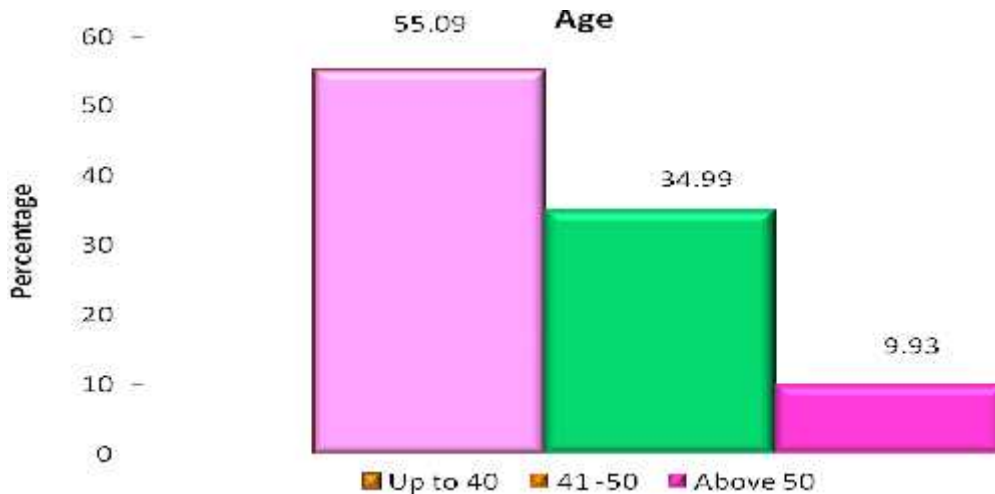


Fig 4.1.1a Age wise classification of respondents

Suggestions

- The Organization can organize a stress relief programme for employees
- To achieve a work life balance proper Time Management is essential.
- A little relaxation goes a long way in helping a person to overcome his anxieties and stress.
- Setting your priorities at the right time will help in balancing work and life.
- Social Networking also bridges the gap between professional and personal life.
- Learning to say no helps
- Leave work at work. Don't merge and combine the two aspects of your life namely personal and career
- Bolster your support system and try to nurture yourself

Conclusion

Women constitute an important division of the workforce. However, the present situation of a large number of well-qualified women who have left out of their jobs needs to be addressed. They face many problems and most often the break in their careers arises out of motherhood and family responsibilities. Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations. There is now mounting evidence-linking work– life imbalance to reduced health and wellbeing among individuals and families. It is not surprising then that there is increasing interest among organizational stakeholders for introducing work–life balance policies in their organizations. This study emphasizes the significance that if one has balance in both professional and personal aspects, it will enable greater success in one's holistic life.

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