

**A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES IN
ITSECTOR – SPECIAL REFERENCE TO TECHNOPARK-TRIVANDRUM**

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ABSTRACT

Work life balance has emerged as a hot topic in recent years. Work life balance does not mean an equal balance. It means the capacity to schedule the hours of professional and personal life so as to lead a healthy and peaceful life. When a woman achieves a successful work-life balance, she has job satisfaction and becomes highly committed and productive and succeeds in her career. Women have to face some problems for balancing their life with their professional life. Married women face more problems for adjusting their life she had to look after her children, old aged parents etc but the costly life persuade her to work for her livelihood. Therefore she had to balance her life and it will create some problems to her. Career and goals are the most important factors in life. Most of the women are coming forward to work in order to support their family. High salary and white collar job in IT sector also attract women employee towards IT companies. But they have to overcome many of the problems in IT sector such as shift in Job time, ie it may

be a time schedule for morning to evening or night to morning. In such situation women have to adjust her family life for the smoothing of the work in IT sector.

Keywords : Work life balance, Work Stress ,personal life challenges,Work life conflict

Introduction

Indian economy has some social and cultural value. It has its own social rules , regulations and responsibility to live. While considering the early stage of life-style in India is changing towards the modernization of the world. Now a days, Indian family are undergoing rapid changes due to modernization. In India women are considered as mother, sister and daughter and the social phenomena. In India considered women are only for taking care of her family and also she must obey and depend upon only men in her family for her livelihood.

Now the situation is charged modernizations and urbanization makes India as a modern country to allow work for women. Indian women belonging to all classes have entered in paid occupation. At the present time, Indian women have occupied good educational opportunities that substantially provide good employment opportunities to them. Also education has opened new vistas, increased awareness and raised

Objectives of the study

- To study the importance of work life balance.
- To study the factors that influence work life balance.
- To examine the reasons for work life imbalance
- To examine the measures to overcome or reduce work life imbalance.
- To rate the level of work life balance in different section of women employees in IT sector.

Review of Literature

Mrs. Vanishree (2012) in their study argues that the success of any organization is highly dependent on its workforce. Especially the ITes BPO industry needs to flexible enough to develop commitment and talent in their workforce. The work life balance arrangements availed by the employees in BPO sector work schedule is unusual and excessive targets to be achieved.

Employees need to interact with different types of callers, some of whom may be overbearing and irate. All this may lead to burn out and stress in the employees. The companies should take care of factors like working from home, flexi time and swap in order to retain talent. Employees living with joint families are more comfortable than compare to nuclear families.

Manisha purohit (2013) in his study a comparative study of work life balance in various industrial sectors analyzed that only some companies had work-life balance policies, as part of the policies concerning employees. Companies had similar policies across all operations around the globe. These are companies with international exposure Linkages (as in the case of most software and services companies). Flexi time in terms of flexible working hours was practiced in most of the IT companies compared to other companies in the services sector and no company in the manufacturing sector. Majority of the companies in the IT sector offered free/discounted on-site health and fitness facilities compared to three-fifth of the manufacturing companies surveyed and half the services companies studied. Very few companies had the provision of free/discounted off-site health and fitness facilities. Most of the services are provided as employee welfare or well-being provisions rather than work-life balance provisions. Employee welfare is a totality concept and caters to social, economic and other domains of an individual.

Jithesh Sathyan (2014) aimed to identify the causes of work related stress in IT professionals. The study collected data from 128 IT professionals, to identify a subset of professionals experiencing high levels of work place stress. 53 professionals reported work related issues as primary factor contributing to stress. Work related issues causing extreme stress, most frequently experienced physical symptoms associated with work related stress.

Sangeeta Bhatnagar (2014), Conducted a study to identify the factors affecting work life balance and to understand the consequences of work/life imbalance on efficiency, health and personal as well as professional life of employees of IT sector. Data were collected from 100 IT employees from Delhi and found that there is significant in difference between age, marital status and work load, but there is significant difference between gender and work load of IT professionals, and also there is significant difference between age and loosing of temper of IT professionals.

Onur Balkan (2014) conducted a study to know the effects of work life balance on job stress and individual performance. A sample of 232 postgraduate and doctoral students was selected for the study. The survey consisted of three measures. In the first part questions about the work-life

conflict; in the other two parts questions designed to measure job stress and performance were asked. The results of the study revealed that there is strong relation between job stress and work life balance that is because of work.

Statement of the Problem

In ancient time, men are living in forest, men and women are working for their livelihood. After some cultural formation in India, certain civilizations had came and men are only worked for their family. Then India faced modernization, industrialization and high quality education. After the Industrial Revolution in the second half of the 1st century, there was a tremendous change in the pattern and concept of professionalism. By this change, men and women are working for their bread. Career and goals are the most important factors in life. Most of the women are coming forward to work in order to support their family. High salary and white collar job in IT sector also attract women employee towards IT companies. But they have to overcome many of the problems in IT sector such as shift in Job time, ie it may be a time schedule for morning to evening or night to morning. In such situation women have to adjust her family life for the smoothing of the work in IT sector. Then there arise a problem, ie, how women manage her family life. Because women is the only person to manage her family ie, (Children, old age parents' etc). Therefore, there is a need for work-life balance of women with their personal life and professional life. So there arise a need to conduct a research study on the problem of work-life balance of women ie, how she can well manage her family life with professional life.

Scope of the Study

Work-life balance studied the effects of family life on women's job performance and work attitudes. The importance of work-life balance highlights the current concern within society and organizations about the impact of multiple roles on the health and well-being of professional women and its implications regarding work and family performance and women's role in society. It is the maintenance of a balance between responsibilities at work and at home. The concept of work-life in balance and eventually role conflict of employed women has gathered attention in the recent times. Women who had multiple life roles (eg. mother, wife, employee) were less depressed and had higher self esteem than women who were more satisfied in their marriages and jobs

compared to women and men who were not married, unemployed or children. Work-life balance is a satisfactory level of involvement or fit between the multiple roles in personal life. For this study we collected data from working women in technopark.

Methodology

Considering the above mentioned objectives the following methodology is adopted for conducting the study. The study is both descriptive and analytical . The required data for the study have been collected from primary and secondary sources.

For collecting data from Technopark in Trivandrum a structured interview schedule is used.

The primary data is collected by Questionnaire survey method.

The secondary data for the study have been collected from the following sources.

1. Books, journals, periodicals, annual reports of IT companies, news and letters published by the IT company etc.
2. Study report of various committees relevant to the study.
3. Published and unpublished records of IT companies.
4. Published and unpublished records dissertations in the related field.
5. Project reports in the relevant area.
6. Website of IT companies on various places of Kerala.

Samples for the purpose of the study have been collected by adopting stratified random sampling technique. For this purpose, the entire women workers in Technopark is considered and also 100 women employees are selected.

Limitations of Study

The following are the main limitations of this study

1. The time is too low to complete this study.

2. No women employee have time to answer all these questions because they are working in the IT sector which is a complicated place and they are very rush to complete their work.
3. The cost of the study is too high
4. No women employee will answer correctly.

Data Analysis and Interpretation

FACTORS THAT BECOMES A HINDRANCE IN WORK LIFE BALANCE

There are a lot of factors which becomes a hindrance in achieving the work life balance by women employees. To ascertain the factors which become hindrance are asked to the respondents to indicate their choices of hindrance factors in their work life balance by giving various factors like hectic work schedule, household indebt etc, The obtained information is analysed with the help of Garrett Ranking Technique and which is presented in the table 1

Table 1

Garrett mean score and ranking of the factors that become hindrance in balancing the work life balance in work place

Sl.No.	Particulars	Mean score	Rank
1	Hectic Work schedule	39.22	2
2	Family responsibility	40.10	1
3	Household Indebt	38.22	4
4	Law work environment	36.84	6
5	Absence of work culture	36.23	8
6	Insecurity of the job	37.18	5
7	Low profile of the job	36.12	9
8	Absence of proper terms and conditions	36.50	7
9	Problem in time management	38.26	3

Source: Primary data

Table 1 shows that family responsibility is the main hindrance for work life balance. Therefore family responsibility was given by 1st rank. Hectic work schedule has obtain the mean score of 39.22 and 2nd problem is time management, third with a mean score of 38.62, house hold indebt ranks fourth with a mean score of 38.22, insecurity of the job ranks fifth with a mean score of 37.18, bad work environment ranks sixth with mean score of 36.84, absence of proper terms and conditions ranks seventh with a mean score of 36.50, absence of work culture ranks eighth with a mean score of 36.23, Least rank among various problems are low profile of the job with the mean score of 36.12.

MEASURES TO REDUCE WORK LIFE IMBALANCE

The following table 2 shows the measures to reduce work life imbalance. The obtained information is analysed with the help of Garrett Ranking Technique and which is presented in the following table.

Table 2

Garrett Mean Score and ranking of the measures to reduce work life imbalance

Sl.No.	Measures	Mean score	Rank
1	Proper Time management	42.5	I
2	Provision for safely and security in the organization	36.0	IX
3	Provision for proper transportation in the organization	40.2	III
4	Support from family	41.7	II
5	Support from collegeus	39.8	IV
6	Improvement in the organizational culture	36.5	VIII
7	Better labour Management Relationship	37.0	VII
8	Proper work planning and scheduling	37.3	VI
9	Flexible work time	38.4	V

Source: Primary data

Table 2 shows that among various measures to reduce work life imbalance proper time management with a mean score of 42.5 with first rank, support from a family with mean score 41.7 with second rank. Provision for proper transportation in the organization with mean score of 40.2 with third rank, support from colleagues with a mean score of 39.8 with fourth rank, flexible work time with a mean score of 38.4 with fifth rank, proper work planning and scheduling with a mean score of 37.3 with sixth rank and the least rank is given to provision for safety and security in the organization with the mean score of 36.0.

Recommendations

1. Have a strong support network from family and colleagues.
2. Schedule in advance the activities and task to be done in professional life and personal life.
3. Provide proper training to enhance professional and personal skills.
4. Give priorities to each activity according to the needs.
5. Appropriate policies and initiatives need to be promoted widely and regularly by departments to encourage awareness and knowledge of available options for accessing work life balance strategies.
6. The management training should include the value for the organization in implementing work life balance policies.
7. The policies and initiatives must be reviewed keeping in considerations the varying work life balance requirements
8. The work life balance is seen to include quality of work life or provision of quality jobs without undue stress and that this is reflected in job design and work organization.

9.The organization on the whole and senior management should promote positive work life balance.

10. To introduce child care and elder care facilities at the IT sector

CONCLUSION

It becomes highly important to study what women's undergo in their career path as they will be handling their family as well as the same time and the stress and work pressure is far more than others as a lot of time management, job management, kid management house management, everything is put under criteria, it is critical for work and family research to fully understand the conditions under which the married women employees experience conflict between their roles. There is a need to consider working environment, job satisfaction, family support and number of working hours in the future research. As the Work-Life balance has been considered of crucial importance in many Public and Private Sector Undertakings for establishing and sustaining a productive work culture, several initiatives have been taken towards it by Government, many experts and industrialists even employee organizations. Multiple roles performed by individuals call for better integration between work and non-work issues. Jobs are no more cushy/easy going they are demanding. Similarly, individuals cannot be effective at work if they are not able to manage their personal lives. Finding time for socialization is no more a social obligation but also a real stress buster. Both the employer and the employee has to plan properly to overcome the imbalances either in the organization or in their social life/personal life. There is evidence to show that the activities outside work positively influence the productivity and creative potential of employees. The problem of WLB is clearly linked with withdrawal behavior, including employee turnover and some sort of indiscipline or absent

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