

WORKING WOMEN: BALANCE BETWEEN WORK AND PERSONAL LIFE

Dr.Chitra Rathore

Associate Professor, Dep't of Commerce, S.S.Jain Subodh PG(Autonomous) College, Jaipur

Abstract- Lately, the issue of work-life balance has gained more attention because of the reason that the work and personal life of the individual life can make conflicting demands with each other the demands of both areas are just as important. Practical life balance refers to maintaining a balance between performance roles and responsibilities at work and at home. The balance between work and life is one of the most difficult problems faced by its workers in the 21st century. This problem is more for female employees because the type of roles they play at home and spread personal life about working life and vice versa. A healthy work-life balance carries great significance for working women particularly in the current context in which both, the family and the workplace have posed several challenges and problems for women. The statistics of the work environment have put excessive pressure on working women as they need to cope up with two full time jobs – one at the office and the other at home

Key words: Work-Life Balance, Women Employees, Banking, Insurance.

INTRODUCTION

Organizations of the 21st century are characterized by constant changes, uncertainties, and excessive pressure to increase productivity. These changes disrupt the employees' lives, causing confusion and tension. This is also due to the highly competitive levels in the workplace that present new challenges and problems for workers. Technological developments and new inventions have influenced the social and cultural context by introducing multicultural lifestyles into Indian homes. In the midst of all this, the urgent need for growth in all areas, whether for individuals or organizations, has caused an imbalance in the life of the workforce. In traditional society, the role of women was naturally limited to the family. Since she was the baby carrier, was fully occupied with her responsibilities as a mother housewife this was not a small issue, as the traditional home could be described as both the production unit and the consumption unit. The responsibility of the man was to provide the family with raw materials, which were then converted by women into consumables products or conditions through primitive methods and tools. The balance between work and life, not only women who combine home and family, though certainly an important part of this. It's also about modifying business styles so that everyone, regardless of age, race or gender, can find a rhythm that allows them more easily combine work with other responsibilities or aspirations. Life is the other name of balancing, and in current fast paced society everyone is constantly looking for the appropriate Work-Life Balance. It is essential to find the true meaning of Work-Life Balance. Indian women belonging to all classes have entered into paid occupations due to rise in education level.

LITERATURE REVIEW

Supriya (2010) have highlighted Work-Life Balance across genders and found that both men and women are experiencing work life imbalance. Though after Liberalization, many Indian organizations have been introducing various Work-Life Balance practices like flexi times, part time work, and provision for child care facilities which are facilitated in various developed countries it is found that imbalance still exist among men and women in every organization.

Kadam (2012) defines Work-Life Balance is a subject, in which increasing interest in academic literature, legislation and public discloser. Work Life Balance is a broad concept including proper prioritizing between „Work“ such as career and ambition, on the other hand and „Life“ such as health, pleasure, leisure, family and spiritual development.

Pandey (2012) defines Work-Life Balance is a state of equilibrium in which the demands of both a person's job and personal life are equal. Companies HR People are finding the innovative ideas to get the win-win situation.

WORK LIFE BALANCE AND WOMEN

Traditionally, women were considered caregivers and caregivers were assigned all the tasks related to family management and administration. Men see themselves as dependents and society also expects them to play work roles to win and support the family. However, the nature of the workforce has changed and the percentage of men as wages and women as housewives has declined rapidly. In the urban areas of India, the percentage of double-paid couples is gradually increasing, and their work environment and family are the important institutions in life for the majority of women and men today. Changes in the workforce are accompanied by changes in values, which creates a new emphasis on the balance between work and family life (Hall 1986). The balance between work and life becomes very important for women, as they work practically full time, one at home and one at the office. Working mothers often have to challenge stereotypes and stereotypes that develop when a working woman becomes a working mother ... When a woman seeks a position of strength within the organization, she must think about cost in other areas. From her life, including hobbies, personal relationships and family. Most executive jobs require a large amount of time and effort, which a working mother cannot dedicate due to family obligations. Also, it may be almost impossible for a working mother to be the primary caregiver of her child. Women often find it more difficult to maintain balance due to the competitive pressures of work and demands at home. Working women must carefully manage their personal balance and skillfully combine their roles, to improve their potential in all quadrants.

FACTORS AFFECTING WORK LIFE BALANCE

Excessive work burden: Working women combat with multi tasks involving children, home, in-laws, parents and their social circle. To add to this they must also take up multiple roles in their personal lives. Due to the increasing number of tasks on the job, working women have to spend long hours of work and sometimes even carry their work home. So most of them are burdened with excess of work both at their personal and work places. This is one of the most important fact Disruption of work and family life: This may be attributed to the fact that the majority of working hours are not limited to 7 or 8 hours per day and employees of private companies spend 12-16 hours at work. This also leaves them with less family time. Since more than one-half of these respondents are employed in the private sector, there may be interruptions in work and family life due to the long hours spent completing formal work.

Fulfill others' expectations: As working women are constantly mingling between two full-time jobs, taking on multiple roles in both fields, there is a lot of work pressure that leads to work-life conflict. While, there are many expectations from the family to fulfill social roles, the organization also expects them to perform successfully. Both sectors expect working women to do full justice in all their roles thus being extremely stressful and challenging. The above analysis suggests that when trying to meet the expectations of others, working women are often left with less space to carry out their tasks.

Extra working time: Working women should put in more work hours as they have to compete with their male counterparts in their work environment to stay in the race for promotion and promotion. In the Indian context, women are often the sole caregivers of children and dependents including long working hours at home and thus jeopardizing their work life. It is clear that working women are left with little time to pursue their goals.

There is no time for solitude: Most women admit that they do not have their time. Although most women do not regularly travel to work and more than half of them have family support, they have to travel long distances daily to work. This deprived them of precious time that could be spent positively on their spiritual growth or their pursuit of spiritual things.

CONTACT DETAILS OF VISUAL WORK

High levels of stress and anxiety: Working women should not only have to handle the tasks involved in raising and raising children but also have to cope with high levels of competitive anxiety in the male world. Alternatively, they should always be on the run between the family and stop their quest to improve in their career beyond a certain level. Some working women may choose to put work first in the family. In such cases, they may experience frustration and guilt from compromising on the time they have to spend with the family. In both cases, working women are forced to make difficult choices or compromises that lead to stress and anxiety that affect their health.

Domestic discomfort: Indian social norms dictate that women must perform certain household chores whether they are employed or not. In the case of working women, their work obligations can prevent them from adapting to social practices that cause unhappiness among family members that has led to conflict and hostility at home. The reluctance of some family members to share in the work puts pressure on working women. Further, the tendency to reduce the work woman's status and transfer a higher position as the main role of the male breadwinner, results in the abandonment of all household chores. This treatment of the discrimination of working women leads to inequalities that can lead to frustration and a busy home environment. ors leading to work life imbalance and result into home conflicts.

Unemployment: Most working women between the ages of 35 and 55 have over 10 years of work experience. Thus, they may be in the cadre of middle managers who have to lead teams and fulfill high-level responsibilities. At this stage of their lives, they may also be involved in foster care and care for young children living with adults. All of this has great difficulty as, often working women are torn between the needs of their personal and professional lives. In the workplace, they need to compete with their younger colleagues and keep themselves updated on their workplaces. At this point, it becomes increasingly difficult for working women to cope with the pressures of work. Many of them are also affected by deteriorating health and exacerbating their problems at work and at home. The majority of respondents agree that one of the consequences of a lifetime of unemployment is unemployment. The analysis clearly shows that overwork and inequality lead to burnout among working women.

Failure to gain full power: Most Indian women are not encouraged to prioritize work over family. So they often lose their opportunities for career development in the early stages of their life's work. At that time, they lose many opportunities and when they are in a position to accept greater responsibilities, no such position can be found. In addition the repetitive and terrifying natural assignments given to women also hinder their creativity and prevent them from achieving their full potential. This creates frustration and anger among working women that affects their various roles that cause inequality. It may therefore be assumed that a poor work-life balance hinders the ability of working women to realize their full potential. While women play many roles, often, the roles overlap so as not to be disrupted by their workplace in the family environment. Thus, working women make compromises in one place or another so that they can manage situations temporarily. Therefore, they cannot see their full potential in both domains.

CONCLUSION AND SUGGESTIONS

Now the women's staff of the day are being developed and motivated in their work and in the professional profession. The Trade Union should try to improve women's working conditions in many areas for example menstruation breaks and help women achieve a higher position in the realm of women's motivation to achieve high quality in all fields but if the situation is not appropriate then a reduction in promotion and improved performance will also occur. etc. Women workers are often sexually abused and the Government must impose strict rules on these types of cases, and the public transit system is sometimes harmful to the woman and the Government must put in place more checks. Traditionally people think men should work and earn money and women should work as housing, but the financial needs of Indian families are increasing and women should also be involved in earning a living. Therefore, fundamental changes are needed in the circumstances of employees, family members and the community. Women are increasing in professional institutions and organizations. This study

explored some of the barriers to work and home and how women have integrated their careers with family life. The findings of the research are real women's responses and the following conclusions can be drawn: There is a new culture different from measuring work. Many women who join this organization come from financially healthy families. They are dedicated to their jobs and enjoy bonding positions, but face mobility issues and a little extra pressure due to time constraints and family responsibilities. They face problems in relationships with subordinates.

Change in Indian society is slow, but women have definitely started working towards social change by courageously shifting from traditional rules of marriage to modernity. Women combine work and family life with the help of 'mother' or 'mother in law' accepting the concept of one child and giving birth to a child only after settling in a job. They also give quality time to children and do not give priority to promotions and career growth. Unmarried women are able to do better because they do not have home responsibilities. It is absolutely true that women find it difficult to shed their role as housewife or mother because of the conditioning by parents that the primary duty of the woman is 'her home'. The male in India is excluded from this responsibility. Gender equality will take a long time to be established in India.

REFERENCES

- Ahuja M & Thatcher J. (2005), "Moving Beyond Intentions and Towards the Theory of Trying: Effects of Work Environment and Gender on Post-adoption Information Technology Use", *MIS Quarterly*, 29: 427-59
- Aryee, S, Srinivas, E. S. & Tan, H. H. (2005), "Rhythms of Life: Antecedents and Outcomes of Work-family Balance in Employed- Patents", *Journal of Applied Psychology*, 90 (1): 132-46.
- Mani V. Work Life Balance and Women Professionals. *Global Journal of Management and Business Research Interdisciplinary* 2013; 13(5): 2013.
- Shiva G. A study on Work Family Balance and Challenges faced by working women. *IOSR Journal of Business and Management* 2013; 14(5): 1-4.
- Musk Maye, *A Woman Makes a Plan* (2019)
- Gayathri N, Karthikeyan P. A Review on Green Human Resource Management with Exclusive Allusion to Green Work Life Balance. *International Research Journal of Business and Management* 2013; 5: 40-45
- Guest David,(2002) Perspectives on the Study of Work-Life Balance, *Social Science Information*,35-69