

WORK LIFE BALANCE: A CHALLENGE BETWEEN PERSONAL LIFE AND WORKING LIFE OF WORKING WOMEN EMPLOYEES

Jyoti Verma*

ABSTRACT

This paper discusses the existing challenges for working women employees between their personal life and working life. The concept of work life balance stem from the fact that an individual's work life and family life may put forth conflicting demands on one another and the demands are equally important. Work life balance is one of the most challenging issues being faced by the working women employees. Work life balance of working women employees is highly discussed topic. Family-work-conflict and work-family-conflict are to a greater extent wield negative act upon the family domain, resulting the low life satisfaction and have a heavy internal conflict with the family.

This paper is an attempt to explore the tough challenges faced by the working woman employees in maintaining a balance between their personal and professional life. The various factors affecting the work life balance of working woman have been examined in this paper study. This article is a descriptive account of relational of macro micro opportunities and challenges of organizational policy in context of working woman employees and suggested ways to makes a better work life balance. This article would highlight the various values, attitudes & beliefs of women regarding job anxiety in their formal work organizations & particularly balancing their work & personal life..

KEYWORDS: *Work Life Balance, Challenges, Work Family Conflict and Family Work Conflict.*

Introduction

Work life balance is a new concept and the concept is still being researched so there is no proper definition is described in universe. There are no such defined government laws and policies for work life balance in India. Work life balance in common parlance refers to maintaining a balance between personal and professional life has become a prominent topic in the society. Work-life balance is the idea that we need time for both work and family life. Work-Life-Balance means is not an equal balance. It is only that we give proper time for each of our personal and working activities. Working women struggle for balance their personal and work life need to a greater extent than their male counterparts (kamenou, 2008.) compared to men, working women were found to undertake the majority of the house hold duties and therefore more likely to suffer from role overload and more over women were more likely to have made sacrifices with regard to having children (Bridge, 2009.)

A working women plays different-different roles in own personal life. like as a spouse, mother, daughter in law etc. in own personal life a working women faced many challenges Juggling Between Work, Home, Relationships and Personal Life.

Determination of a desirable balance between work and family life is a challenge for all working women employees to face. Families are regularly affected. The ability to successfully conflate work, family commitments and personal life is important for the well-being of all members in a household.

* Research Scholar, Department of Business Administration (Bus. Adm.), University of Rajasthan, Jaipur, Rajasthan, India.

Review of Literature

According to a 2015 study "of female Millennials by Pwc, the phrase is something that matters to younger women more than ever. A humongous 97% of those surveyed said that work-life balance was very important for all workers, and 55% of respondents said "the work need of their current role importantly intervene with their family life."

Susan M. Health field Aug2016" Work life balance is describing that hold the efforts of women employees to split their energy and time between work and other important aspects of their personal lives. It's a day by day effort to make time for friends, family, community participation, personal growth, spirituality, self-care, and another personal activity, in the addition to needs of workplace.

The recent data indicate that employment growth of working women in the first half of this decennary has been rapid among women. In edition of Macroscan, C. P. Chandrasekhar and Jayati Ghosh investigate that women's paid work has changing patterns in urban India. In the area of globalization, it has become prosaically to indicate that trade receptiveness in particular bring forth processes that encourage the growth rate of working women employment, particularly in export-oriented activities.

Data from the recent employment survey of the NSSO would appear to provide confirmation of this perception. Participation of women employees in working areas has increased rates in 2004-05, not only in equivalence with 1999-2000 when they had fallen sharply, but also in equivalence to a decade earlier. Still, this process needs to be well thought out in more detail to see whether it is indeed the positive process outlined above. Since this is meant to be much more marked in the urban areas, this article is concerned with changes in employment patterns of urban women workers in India.

Work Life Balance of Working Women Employees

At present time Women have broken barriers and come out from home. At that time women participate in all the domains equally with men and built bridges in the professional flat from Times have changed. From the time when the wife stayed at home and the husband earned. To the time than the husband earns and the wife also. But in present time the wife still make food and wash the cloths and runs the house. So, how does working women balance own life with work at home?

All of this process, women have participated in various societal activities including demonstration and riots. Women are more sensitive and delicate in nature but they are more persevering and sincere in their jobs. Women face various difficulties in balancing own professional and personal life. Although, over the years women in India have struggled to establish an identity & create a mark in the social as well as in the organizational platforms, but with educational sectors training progressively women to put down professional careers, have drastically switched the scenario.

In present the working women seems too inundated into every organization as like a men. But this has to indeed become a very tough challenge for working women. They have to perform lot of duties at own home and organizations too. When a woman gets married she has additional responsibilities and when she becomes a mother, she has to manage the primary care of her child and extended family under pressure to continue on a working life. Women employees' professional and personal life is just like the two sides of the same coin.

Infect, between 2001 and 2011 female employment in India on the whole world, have increased by 4.6% per annum. Within the occupational world, which is ruminates India's small but the growing middle class more than the country as a whole; the phenomenon of working women "breaking through the glass ceiling" is perhaps more muted.

Work Family Conflict V/S Family Work Conflict

S.N.	Work family conflict	Family work conflict
1	Pressures from the work	Lack of time
2	Different norms and responsibility	Lack of family support
3	Incompatible demands	Low life satisfaction
4	Lack of participation	Greater internal conflict
5	Job stress	Size of family
6	Occupational burnout	Age of children
7	Unsupportive supervisor	Lack of social support

Work family conflict is said to arise from coincidentally the pressures from the work and issues relating to family that are inappropriately in some responsibility because of this inappropriately, participation in one role is made more difficult by chastity of participation in the other role (Greenhaus &

Beutell, 1985). Theories explaining the causes behind work family conflict are numerous. Two of the main theories often cited in the literature are scarcity theory and conflict theory. By combining both theories, one could say that exposure to stresses in given domain may lead to irritability, fatigue, or preoccupation with those problems, thereby limiting one's ability to meet the demands of other domain of life, thus leading to work life conflict.

Work–family-conflict when there are inapproachable demands between the family and work roles of a working women that makes participation in both roles very difficult. Conflict between family and work is important for individuals and organizations because it is linked to negative results. For example, conflict between family and work is link up with increased occupational burnout and stress, and decreased organizational commitment, health, and job performance, on the other hand, lead to child negative effect and broken homes.

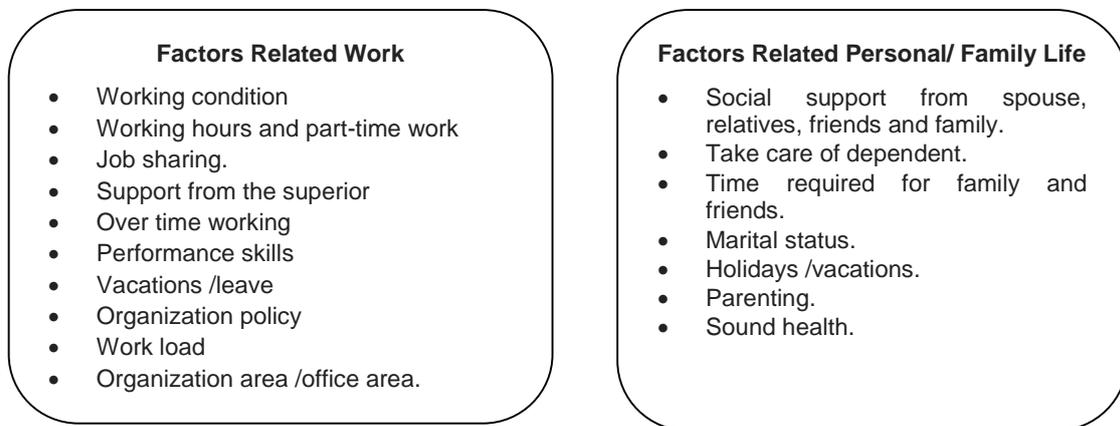
Work-to-family conflict arise when commitments and experiences at work interfere with family life like as extensive, inflexible work hours, or irregular, work overload and other forms of job stress, interpersonal conflict at work, extensive travel, career transitions, unsupportive supervisor or organization.

Family–work conflict is also a type of inter-role conflict in which family and work responsibilities are not compatible. Conceptually, conflict between family and work is bi-directional. Most researchers make the distinction between what is termed family-to-work conflict, and what is termed work-to-family conflict.

Work Life Balance Factors

Major factors that affect work family conflict among working women employees executives are harmony in home and office, organizations support, Family prospect, parenting effort And professional skills, nature of business, education (Sundhu and Mehts , 2006). In another study there are many factors affecting work life balance. Social economic factors are also found to play a role in work life balance. There are many social variables such as age, income, experience, marital status etc. All types of factors affecting work life balance of working women employees. In those factors women employees working life is very challenging and difficult to manage.

These are different types of factors affecting work life balance:

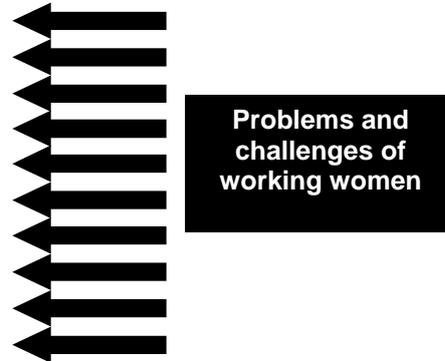


Challenges for Working Women Employees

For women to mark her identity, to be independent, to earn a living, to run her family or to support her husband run the family...; there are numerous reasons today women step out of their home, to work and to earn. Break down to her traditional image of home maker, now a day's women are taking up new roles and challenges of career and work.

Working Women Faces A Lot of Problems and Challenges.

- Discrimination at Work.
- Challenges to Safety, Life and Dignity.
- Disrespect from superior.
- Family Duties.
- Juggling Between work and home.
- Ego of male staffs.
- Lack of family support.
- No Ownership of Her Own Earning.
- Sexual Harassment!
- No values of their opinion.



Blue Print of Better and Healthy Work Life Balance

These days, work-life balance can seem like an impossible feat. Technology makes workers accessible around the clock. Fears of job loss incentivize longer hours. In fact, a whopping 94% of working professionals reported working more than 50 hours per week and nearly half said they worked more than 65 hours per week in a Harvard Business School survey. Experts agree: the compounding stress from the never-ending workday is damaging. It can hurt relationships, health and overall happiness.

Work is demanding you're expected to show up for a full day to complete your tasks, and sometimes, the expectation is set to be available 24/7, especially with the ubiquity of smart devices. Though it's commendable to excel at your career, when it bleeds into your personal life it can encroach on your mental and physical well-being. People need time to think, relax and give them a break: Otherwise, productivity will decrease, she added. You need boundaries to achieve balance between your personal and professional lives.

- **Recognize the role of work**

Work plays a significant part in life. It keeps the lights on, pays the mortgage, makes the car payment, funds retirement and permits yearly vacations, Newcomb said.

- **Don't be afraid to unplug**

We live in a connected world that never sleeps. Turning off from the outside world provides time to recover from weekly stress.

- **Create daily routine**

Like maintaining a calendar, implementing a strong daily routine will help keep you on track to achieve the balance you want.

- **Make time for yourself**

While being good at your job is important, it shouldn't be your entire life. You were an individual before taking this position and you should prioritize those activities or hobbies that made you happy.

- **Take your vacation**

Sometimes making time for you means taking a vacation and shutting work completely off.

- **Be present, consistent and accountable**

"It's so easy to get caught up working, but it's so important to spend time with family, friends or other people who bring joy into our lives," Stone said. "Though it might not seem obvious at first, the memories that we create while spending time with those we love help spark new ideas and make time for thinking.

Conclusion

It is difficult for family and work research to fully understand the conditions under which the working women employees experience conflict between their roles. Need to be considering working environment, family support, job satisfaction and number of working hours in the further research. Further

studies should also continue to polish the methodology used in the area of family work research. In order to attain in-depth understanding of one's work and family life, researchers who study on family work roles should include multiple perspectives such as stress, mental health, quality of life and work demands. In addition, it is compulsory to explore different waves of data collection over a long period of time to better understand the changing nature of family work roles over time. In future studies need to be conducted to examine how the stages of life (e.g., marriage, child birth, and child rearing) affect family and work concerns. It is clear from this study that working women employees indeed experience WFC while attempting to balance their family and work lives. Thus, organizations need to formulate guidelines for the management of WFCs since they are related to job satisfaction and performance of the employees.

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