



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 4, April 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.521



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



A Study on Work-Life Balance Strategies and Initiatives amongst Working Women in Buldana District

Ku Shruti Prakash Auti, Laxmikant Baburao Deshmukh

Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering
, Shegaon, India

Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering,
Shegaon, India

ABSTRACT: The focus of this paper is work-life balance, and it attempts to elucidate the importance of the topic. The personal and professional spheres are complementary to one another. One definition of work-life balance is striking, preserving, and overseeing a balance between one's personal and professional lives. Workplace demands, goals, globalization, and technology advancements have made it a concerning issue for professionals of all genders, working at all levels and in all sectors of the global economy.

The study also looks at the efficacy of existing approaches and identifies any obstacles that can prevent women from juggling work and personal obligations. By means of an extensive examination, the present study endeavors to furnish significant suggestions for enhancing the assistance with work-life balance that working women in Buldana District receive, so promoting their welfare and career advancement.

KEY WORDS: Work-life balance, working women, family responsibilities, flexible working hours, employee satisfaction, work life integration, family support, work life conflicts, socio-cultural factors, variable and outcomes

I. INTRODUCTION

Women's roles in the early days were mostly limited to the kitchen; those who were employed worked in fields, industries, and retail establishments. Less women were able to seek higher education, and those that did occasionally had to cope with the harassment they received at home and at work from their dads or husbands. The family used to rely on men to fulfill all of their duties and responsibilities. It was expected of males to work outside the home to support their families, while women's main responsibilities were taking care of their children, cooking, and other household chores.

Women's employment prospects improved with more education, enabling them to go from stay-at-home moms to prosperous working professionals. Over time, women have made tremendous strides in many professions and created a lasting impact on their domains. That being said, she still carries out her household chores in much the same manner. Women still manage the household, cook, clean, and care for family members in the great majority of households.

In today's world, women face a difficult task in juggling work and family obligations.

The equilibrium between an individual's efforts and time allocated to their professional life (work activities) and personal life (non-work activities) is known as work-life balance. It is the idea that highlights how crucial it is to preserve a healthy balance between the responsibilities of the profession and the requirements for a personal life, leisure, and fulfillment outside of it.

It entails deliberately allocating time and resources to fulfill obligations on a personal and professional level while putting one's own needs and wellbeing first.



Sustaining a positive work-life balance is essential for general wellbeing and efficiency. It allows people to succeed in both their personal and professional life by keeping a harmonious relationship between both.

Though it has grown more difficult to achieve, work-life balance is crucial for employees' success and general happiness. Finding a work-life balance lowers stress, staves off burnout, and improves both professional and personal fulfillment.

The purpose of this research paper is to examine the wide range of programs and tactics designed to help working women in Buldana District maintain a healthy work-life balance. Through an examination of the current policies, practices, and socio-cultural elements that impact work-life balance dynamics, this research aims to provide light on the difficulties women encounter in properly managing their numerous roles. Furthermore, the efficacy of existing approaches will be evaluated, and possible obstacles impeding women's attainment of work-life equilibrium will be pinpointed.

II. LITERATURE REVIEW

The term "work-life balance" describes the equilibrium that an individual needs between their employment and other aspects of their existence. Aside from work-life balance, other facets of life encompass hobbies, family, and social and recreational pursuits.

While the phrase "work-life balance" was first used in the US and UK in the late 1970s and 1980s, respectively, it is still relatively new. Recently, the word has grown somewhat ambiguous; this is partially due to technological improvements that have made it possible to complete work continuously.

(Greenhaus & Allen, 2011)

The concept of work-life balance, or WLB, has gained popularity in India as more women enter the workforce and balance work and family responsibilities. Work-life balance is the state of equilibrium between one's responsibilities to one's family, health, social life, and leisure activities, and one's professional obligations.

Claudia Goldin (2014)

His study asks "What's Changed in the Last 20-30 Years Regarding Women, Work, and Family in the United States?" Though it is not a recent study, Claudia Goldin's work provides valuable insights into the evolving roles of women in the workforce and the challenges they face in balancing work and home responsibilities. Goldin discusses how changes in the labor market and family relationships affect women's decisions and work-life balance.

(Ashankar et al 2016)

According to Sandeep (2017), women whose status of the families (Sandeep, 2017) According to Bhowon (2013), due to increase in market rivalry, employers and its employees During his investigation, Work-life imbalances disproportionately affect women employees because of their demanding personal and professional duties. These injustices put pressure on their way of life. They become less dependable at work as a result of their health issues. It is therefore socially required to assist working women in balancing their responsibilities to their families and their jobs. When working women professionals strike a healthy balance between their personal and professional life, society remains healthy.

Dr. Ankita Jain and Dr. Gaurav Agrawal (2017)

They found that "Work-Life Balance and Job Satisfaction among Women Employees: A Study of Manufacturing Sector in India."

This study examines the relationship between work-life balance and women's job satisfaction in India's manufacturing sector. It examines several factors that impact work-life balance, including flexible work schedules, family support, and company policy. The findings show how women's job happiness in the industrial sector is enhanced by work-life balance.

Saroj K. Pani and R. K. Mishra (2018)

As part of their research "Family Practices and Work-Life Balance: Their Effect on Talent Attraction and Retention." With an emphasis on women in particular, this study looks at how work-life balance and family-friendly policies affect the recruitment and retention of competent workers in the Indian context. In order to attract and retain women in the



workforce, the study highlights the advantages of policies like paid time off, flexible work schedules, and childcare help.

Dr. Sonal Sharma and Dr. Shivani Teneja (2019)

"Role of Work-Life Balance and Family-Friendly Policies in Determining Women's Job Satisfaction: A Study of Indian Women Executives" is the title of the research. This study examines how work-life balance and family-friendly policies impact workers' job satisfaction with an emphasis on Indian women CEOs. It looks into how policies like paid parental leave and flexible work hours affect female CEOs' overall happiness and well-being.

Work-Life Balance and its Effect on Employee,

Right now Work-life balance is increasingly becoming a top priority for both employers and employees in the majority of firms. Work-life balance, which essentially deals with an individual's ability to effectively prioritize between work and his or her lifestyle, social life, health, family, etc., is substantially connected with employee productivity, performance, and job satisfaction. When work and life are well-balanced, employees are more inclined to give their all at work because their families are happy. The vast majority of research has shown that contented households naturally translate into serene and enjoyable work environments. Rising work-life balance demands and attrition rates are forcing organizations to look beyond traditional HR solutions.

III. RESEARCH METHODOLOGY

Objectives

- Researching married working women's issues with work-life balance across demographic domains, including age, number of children, and spouse's occupation.
- To determine the most typical obstacles that working women have while trying to strike a work-life balance.
- To investigate how organizational policies affect working women's ability to balance work and life.
- To evaluate the success of current work-life balance programs and practices.
- Researching women's perceptions of work-life balance and job satisfaction in the workplace

Data Analysis

- Primary Data

A survey consisting of a structured questionnaire is used to gather primary data from women who manage home duties in addition to working in the corporate sector.

- This questionnaire will be used to identify the impact on work life balance of women while handling work load and family responsibilities.
- Secondary Data
- The secondary data will be collected through the literature from books, journals and the various research paper published by authors.
- From Internet/ Website

- **Sampling**

Sample Technique: Convenience Sampling

Sample Size: 100 Respondents

IV. SCOPE OF THE STUDY

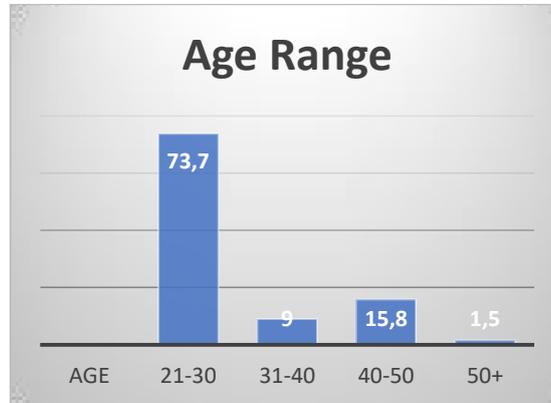
The work-life balance study sheds light on the equilibrium that female employees maintain between their job and personal lives. Any person's top two priorities are their life and their work, and when both are out of balance, issues might occur. An improper balance between work and life can have negative effects on each other, the firm's productivity, family relationships, stress-related illnesses, and job unhappiness.

Analysis and Interpretation:

Based on the survey responses, here are five key questions that represent the research on work life balance of working women, along with a brief qualitative and quantitative analysis.



What is your age range?



Quantitative Analysis:

The bulk of respondents, or roughly 73.7% of all respondents, are between the ages of 21 and 30, according to the data gathered.

The age group of 41 to 50 years old makes up a lesser number of respondents, at 15.8%.

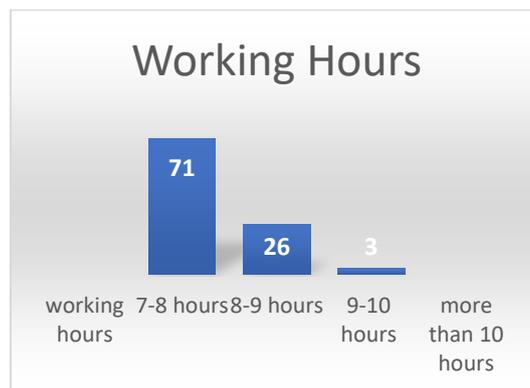
Only a small percentage of respondents—2.6% and 7.9%, respectively—are above 50 and in the 31–40 age group.

Qualitative Analysis:

Younger women are more likely to engage in surveys or studies pertaining to work-life balance, as indicated by the preponderance of respondents in the age bracket of 21 to 30.

As younger respondents might have different objectives or challenges than older ones, the decreased representation of older age groups could imply a potential disparity in opinions or experiences.

How many hours a day you normally work? (to gauge the impact of workload on work-life balance)



Quantitative Analysis:

Of the total respondents, or roughly 71.1%, the majority stated that they worked for 7-8 hours a day.

Only a smaller percentage of respondents—roughly 26.3%—said they worked eight or nine hours a day.

Just 2.6% of respondents, or a relatively little percentage, indicated that they worked nine or ten hours a day.

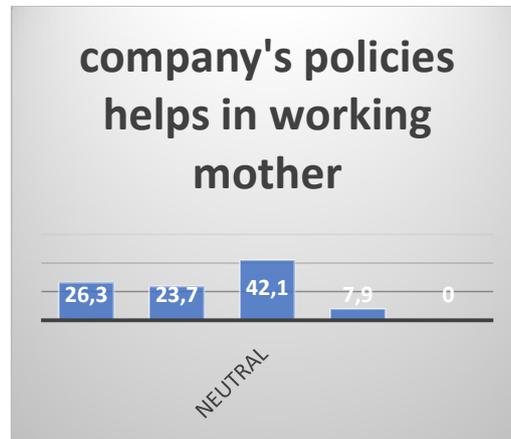
Qualitative Analysis:

It appears that the majority of the questioned population works for 7-8 hours a day, as indicated by the large number of respondents who report doing so.

The very small proportion of respondents who worked 8–9 hours or 9–10 hours suggested that longer workdays are not as common among the respondents.



How effective do you find your company's policies in supporting working mothers, such as maternity leave and childcare assistance? (to assess the impact of organizational policies on work-life balance)



Quantitative Analysis:

42.1% of the respondents said their employer's maternity leave and child care assistance programs were successful in helping working mothers.

A lower percentage, 23.7%, stated that they had a neutral opinion of the policies of their employer.

13.2% of respondents, a sizable portion, thought the company's practices were extremely effective.

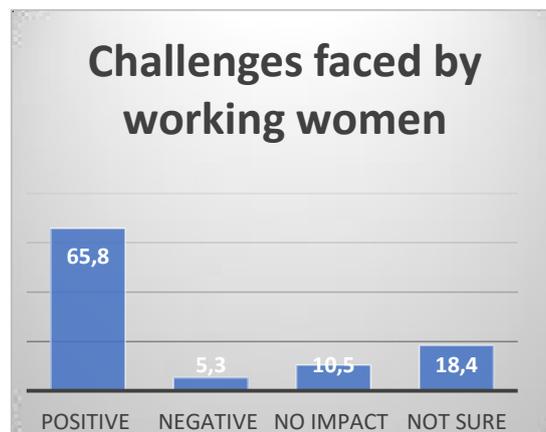
Just 7.9% of respondents said the policies weren't working.

Qualitative Analysis:

The majority of respondents had a favorable impression of the work-life balance-promoting policies their employer had implemented, demonstrating an understanding of the significance of these policies.

Although the policies are in place, it's possible that they may be improved upon or that they don't fully address the varied demands of working mothers, based on the neutral comments.

What are the main challenges you face while achieving work-life balance? (to identify common challenges faced by working women)



Quantitative Analysis:

Several participants identified managing an excessive workload as a noteworthy obstacle, suggesting that their job demands frequently overlap.

The lack of flexible work options, such remote work or flexible hours, which would enable them to better balance their personal and professional obligations, was a source of irritation for some of the respondents.



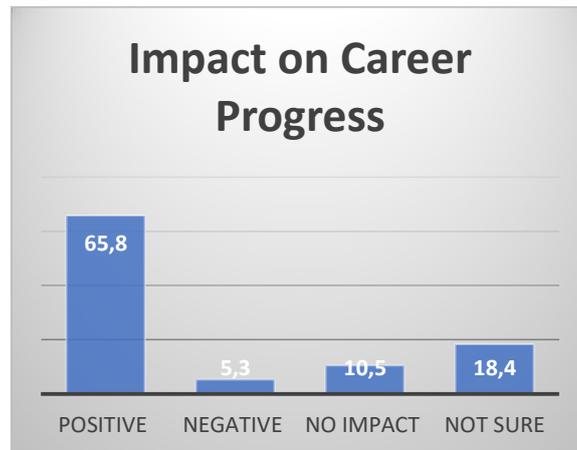
Qualitative Analysis:

A significant workload was cited by 24.3% of the respondents as the biggest obstacle to attaining work-life balance.

A somewhat lesser percentage, 21.6%, stated that their biggest obstacle was the absence of flexible employment opportunities.

A further 24.3% cited the primary barrier as the absence of support for family duties.

Do you feel that prioritizing work-life balance has impacted your career progression? (to understand the relationship between work-life balance and career advancement for women)



Quantitative Analysis:

52.6% of the respondents said that putting work-life balance first had helped them advance in their careers.

A lower percentage, 21.1%, indicated that they frequently felt exhausted or depressed due to work, which may have had a detrimental effect on their wellbeing.

On the other hand, just 7.9% of participants stated that their jobs never made them feel exhausted or depressed.

Qualitative Analysis:

There appears to be a perceived relationship between these aspects, as indicated by the majority of respondents who acknowledged the impact of prioritizing work-life balance on their professional success.

Additional qualitative research should focus on particular ways that valuing work-life balance affects career advancement, such as job happiness, career advancement opportunities, or views of work dedication.

V. LIMITATIONS

- The study is limited only for working women in Buldana region.
- Number of sample is limited.
- The questionnaire used to collect data may not cover all relevant aspects of work-life balance, or it might be inadequately validated.
- The study may not account for external factors such a economic conditions or family dynamics that influence work-life balance.
- Language barriers or cultural differences between researchers and participants could affect the accuracy and depth of responses.

VI. CONCLUSION

The way married women who work balance their personal and professional lives was the focus of our study. We discovered that women encounter a variety of difficulties in juggling job and family obligations, which can be impacted by variables such as age, the number of children they have, and the occupation of their spouse.

One important conclusion is that working women frequently experience stress and pressure due to time



management issues, childcare obligations, and societal expectations. Their general well-being and job satisfaction may be impacted by these difficulties.

We also found that women's capacity to manage work and family responsibilities is significantly impacted by organizational rules. Female employees are typically happier and more pleased while working for companies that have supportive environments and flexible work schedules.

Even though some work-life balance techniques are beneficial, they can still be improved. Businesses should modify their programs to specifically address the requirements of the female workforce and make sure that all staff members are aware of the resources that are available.

REFERENCES

1. Greenhaus, J. H., & Allen, T. D. (2011). Work-family balance: A review and extension of the literature. In J. C. Quick & L. E. Tetrick (Eds.), *Handbook of occupational health psychology* (2nd ed., pp. 165-183). American Psychological Association
2. Balaji, M. (2014). Work-life balance of women employees in private banks with reference to Salem City. *International Journal of Management, IT and Engineering*, 4(3), 104-117.
3. Ashankar, A., Balaji, M., & Bharathi, M. (2016). Work-life balance of women employees - A study in select private sector banks. *International Journal of Research in Commerce & Management*, 7(1), 21-27.
4. Sandeep. (2017). Work life balance and its impact on job satisfaction among women employees. *International Journal of Management and Humanities*, 2(6), 121-127.
5. Jain, A., & Agrawal, G. (2017). Work-Life Balance and Job Satisfaction among Women Employees: A Study of Manufacturing Sector in India. *International Journal of Management and Humanities*, 2(3), 9-16.
6. Pani, S. K., & Mishra, R. K. (2018). Work-Life Balance and Family Practices: Their Impact on Attraction and Retention of Talent. *Management Dynamics*, 18(2), 1-14.
7. Sharma, S., & Teneja, S. (2019). Role of Family-Friendly Policies and Work-Life Balance in Determining Women's Job Satisfaction: A Study of Indian Women Executives. *Vision: The Journal of Business Perspective*, 23(2), 142-156.
8. Varatharaj, V., & Vasantha, S. (2012). Work-life balance of working women in service sector: A study of women employees of selected public and private sector banks in Buldana District. *International Journal of Management and Commerce Innovations*, 1(1), 72-80.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com