

A study on work life balance among the women entrepreneurs

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ABSTRACT

In India, entrepreneurship has traditionally been considered a male prerogative. However, intandem with a changing socio-cultural environment and an increase in educational opportunities, women have started recognizing their in her enttalents and business skills. With the help of various governmental and non-governmental agencies, growing numbers of women are joining the ranks of entrepreneurs. Work-life balance is a concept that supports the efforts to split their time and energy between work and the other important aspects of their lives. Work-life balance is a daily effort to make time for family, friends, community participation, spirituality, personal growth, self-care and other personal activities, in addition to the demands of the workplace. As the time changed life of women has also been changed. She changed her life to an extreme limit that she is getting educated and earning equal to her husband. But she still cooks and washes and runs the house also and primary responsibility and still as a child-bearer and care-provider in Indian society.

Key Words : Women entrepreneurs, Work life balance, Managing work life balance

INTRODUCTION

Women entrepreneurship in particular, plays an important role in nation building. It has three core processes including initiation, promotion and distribution of wealth and service. An entrepreneur is a critical factor in economic development and an integral part of the socio-economic transformation. The primary motive for the women to enter the entrepreneurship is for engaging in some economically gainful activity, making money or more money to support the family and a desire for gainful time structuring. Indian families are undergoing rapid changes due to the increased pace of urbanization and modernization. Women of the early centuries were mostly confined to their kitchens and those who were employed worked in factories, farms or shop works. Very few women had the access to higher education and they were forced to be at the mercy of their fathers' or husbands' attitudes towards women and work. Indian women belonging to all classes have entered into paid occupations. At the present time, Indian women's exposure to educational opportunities is substantially higher than it was some decades ago, especially in the urban setting. Career and goals are the most important factors in life. Most of the women are coming forward to work in order to support their

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family. This change is now natural and dynamic due to change of environment and economic conditions. The biggest challenge for women is how to balance the demands of family and career. Work Life Balance of Women employee has become an important subject since the women are equally sharing the earning responsibility for the betterment of their family.

Women entrepreneurs :

Across the world, entrepreneurs have been considered as instrumental in initiating and sustaining socio-economic development both in developed and developing countries. The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing them a place in the society, which they have all along deserved. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Women are increasingly becoming conscious of their existence, their rights and their work situations. Today women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation (Usha, 2013).

The personal and professional life of women can be simply termed as the two sides of the same coin. In Indian traditional culture women by birth play variety of roles such as being a sister, daughter, while after being grown up when she is married it is the traditional fact being followed in India that a women not only marries from a man but his entire family and expected to handle all the domestic, household chores in an efficient manner apart from their professional responsibilities even into some business and job profile. But as all know that “Life is not a grand harmony; conflicts do arise. The role conflict arises since they have to perform numerous tasks in at least three capacities *i.e.* being an employee or owner, a wife and a mother (Talreja, 2017).

Work life balance :

Redmond *et al.* (2006) preferred Work-Life Balance due to the fact that it encompasses the experiences and need of parents and non-parents alike, and are a more progressive theoretical framework in which to think about new ways of living and working that are satisfactory to all. In practice, it involves “adjusting work patterns so that everyone, regardless of age, race or gender can find a rhythm that enables them more easily to combine work and their other responsibilities and aspirations. Mani (2013) has revealed the major factors influencing the Work Life balance of women professionals India such as role conflict, lack of recognition, organizational politics, gender discrimination, and elderly and children care issues, quality of health, problems in time management and lack of proper social support. Work life is being used by the organizations as a strategic tool to attract and retain the employees and more importantly to help to maintain work life balance with equal attention on performance and commitment at work.

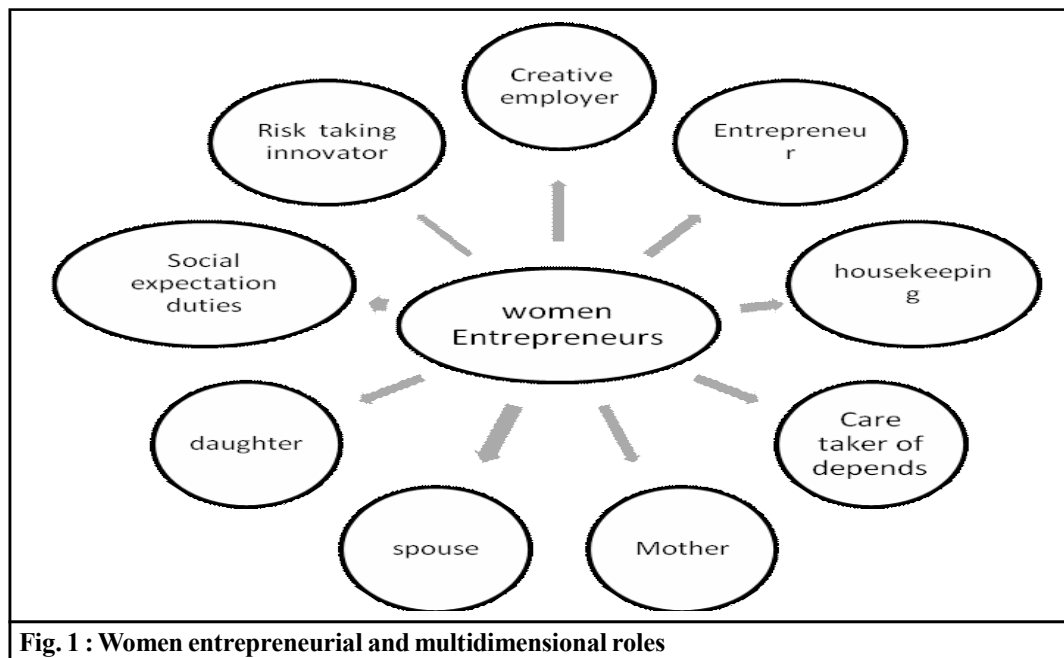
Women struggle with balancing work and personal life demands to a greater extent than their male counterparts (Nicolina, 2008). Compared to men, women were found to undertake the majority of the household duties and therefore more likely to suffer from role overload and moreover women were more likely to have made sacrifices with regard to having children (Adelina, 2009).

Work and life were basically integrated. Life activities like public involvement, child care, and elder care happened together with the work. Work-Life Balance is not a new concept it has evolved over time. Anne-Marie Slaughter, most recently known for her controversial piece, why women still cannot have it all? forced a discussion among the corporate, political educational circles about how much and when women can balance their personal lives with their careers. Women

need to seize control of and inject the envisioned changes themselves at the workplace and at home. Women need to find their seat at the table and assert themselves instead of self-constructing glass ceiling that cause their professional ascent to fade into yesteryear oblivion. Second, female leaders also need to unabashedly rely upon their family as an asset (www.hindustantimes.com).

Work life balance issues of women entrepreneurs :

Women entrepreneurs experience unique difficulties and problems which limit their economic performance and jeopardize their personal feelings of achievement and satisfaction. One of the unique problems is balancing the conflicting role demands of work and family as women play a crucial role as supporters to their families (Ekpe, 2011). After overcoming many inherent disadvantages related to the deeply embedded traditional mind set and stringent etiquette, today Indian women engaged indifferent types of entrepreneurial activities. In addition to their challenging entrepreneurial work, many of these women must also perform several roles in their families. These roles include being a spouse, caretaker and parent; managing daily household chores; and providing services to the community and society. Women take care of their own health and other personal activities, which are often neglected because of role over load as well as time limitations. All of these situations lead to the absence of work life balance issues.



The demands originating from the work and personal life of women are quite often mutually exclusive, rendering it very difficult to strike a balance between the role demands. Presently, even though the topic of work life balance issues among female entrepreneurs commands urgent attention, studies pertaining to the work life balance of entrepreneurial women in India are extremely scarce (Mathew and Panchanatham, 2009).

Factors of work life balance :

Major factors that affect work family conflict among women executives are harmony in home

and office, organisational support, family expectations, parenting effect and professional skills, nature of organization, education. In another study, factors that are considered to contribute to work life balance are assessed. Three are of work related and two are family related factors. Work based factors are flexi time, option to work part time and freedom to work from home and the family related factors considered in availability of child care facility and flexibility to take care of emergencies at home (Doble and Supriya, 2010). Role overload, dependent care issues, quality of health, problems in time management and lack of proper social support are the major factors influencing work life balance of women employees in India (Mathew and Panchanatham, 2009). The major factors that affect are education, incoming ratio, professional experience, spouse stress and work load and stressors of professional women's work family conflict and work family conflict (WFC) are more likely to exert negative influences in the family domain, resulting in lower life satisfaction and greater internal conflict within the family variables such as the size of the family, age of the children, work hours and the level of social support impact the experience of WFC and FWC (Krishna Reddy *et al.*, 2010).

Women are mostly into full time services and are long working hours and are confronted by increasing workload every day. So, most of them carry work and responsibilities to home but balancing between complex situations in the present day fast life requires talent, tact, skill and caution. Women have to cope up with high work targets, office commitments, tight meeting schedules and the duties and responsibilities of life and home. Employers should concentrate on framing various policies and schemes to facilitate Work life balance to encourage and attract women employees (Ghosh, 2010).

Women may have difficulties managing their own work life balance, especially in work settings where they do not receive much formal support from their employer. If they want to strike any balance between work and their lives outside work, they must set this as a goal and find their own ways of achieving it. Women must have a desire to take control of their own work life balance and take initiative, representing their own individual effort aimed at securing this work/life balance (Powell and Greenhaus, 2006). The influence of family and work specific determinants of multiple forms of family interference with work and work interference with family conflict and found that parental demands and hours spent on household work were important determinants of FIW conflict and that role conflict, role overload and hours spent on paid work influenced WIF conflicts. Spouse support and superior support and domestic support were played moderate effect on work life conflict (Padma, 2013).

Conclusion :

Imperative lessons have been drawn from entrepreneurial women for those who wish to set to up their own business. There is no denying from the fact that aspects of the entrepreneurial experiences prove to be extremely worthwhile given their propensity to fulfill the majority of caring and household roles and connected duties. It is necessary that the women entrepreneur should understand the advantages and disadvantages of setting and controlling their own venture. Various aspects such as guilt of not spending enough time with family and relatives, Child care arrangement and the ordinary challenge of becoming the entrepreneur and homemaker may prevent women to enter into entrepreneurship business. Accumulating ground level business women who have to an extent manage to strike a workable balance between the household and business work and discuss about the pros and cons of doing entrepreneurial work. Women lost to the system then the new and innovative thinking which women add to this global environment will be lost and the economy will

suffer heavy consequences for this.

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