



## Work Life Balance of Women Employees in It Companies in the Present Era

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### **Abstract:**

Growth in Indian Economy countersigned a shoot in the IT sector job opportunities in the beginning of twentieth century. The growth in entire technology leads to the automation and computerization created enormous job opportunities in all sectors mainly in service sectors which created ample job opportunities for women specially. Women were highly attracted to these jobs because of attractive salaries and desk type jobs with minimum qualifications. Besides all these this jobs are target oriented as well as stressful work environment too. These conditions leads women in balancing their worklife in IT's as executives. This paper aims in explaining various issues like family, society, work pressure, career growth and suggesting measures to overcome the issues.

### **Key Words:**

Work life, society, family, pressure, conflict.

### **Introduction:**

Needs increased and life style have totally changed which changed the thinking process of human being's. This leads the women to work equally with men in the competing society. Work life balance of women employees has become more important because at present men and women are equally sharing the responsibilities of earning to secure their family life in future. Although, over the decades women in India struggled to establish their identity in the society as well as in the organizational platforms, the changed pattern in education system encouraged more and more women to enter professional careers in the changed scenario.

As per Census 2011, the workforce participation rate for females is 25.51% against 53.26% for males. Rural sector has a better female workforce participation rate of 30.02% compared with 53.03% for males whereas for urban sector. According to Assocham report 2017 Comparing to the working women in India during 2000 – 2005, increasing from 34 to 37 percent, the female labor force has reduces continuously thereafter and reached 27 percent in 2014. Women working in as IT Professionals in India have day to day challenges in which they are interchanging her roles as mother, daughter, wife and employee in the organization. In achieving the global competitiveness women are playing a vital role in the growth of the IT sector in India. Many women IT professional proved that they are multi- tasking when comparing to men in all the department by achieving high end projects and in fulfilling the goals of the organization. India IT sector is employing nearly fifty 42 percent of the women population though different IT and its outsourcing job opportunities.

### **Work Life Balance:**

Work life balance is not a new concept. Let's first understand what work-life balance is. Work -life balance does not mean an equal balance of work life and family life. The work life balance represent the number of hours for each of various work and personal activities is usually unrewarding and unrealistic. The right balances for women when they were single will be different when they get married or if they have children. At the core of an effective work-life balance definition are two key everyday concepts that are relevant to each of us.



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They are achievement and enjoyment. Some factors that have created the need of work-life balance are shifts in societal patterns, technological innovations, new expectations, creativity mechanism, etc. Providing managerial support what you preach and sustaining the flexible work schedule practices. Thus a balanced work-life creates greater employee productivity and what is important is the long term not the short term omitted which seems to become the focus on many organizations. Today women are changing as women entrepreneurs by establishing their own IT Companies in India and turning out as CEO's to the reputed organizations. This is a new interface of the women proving that they can achieve work-life balance by decreasing work-life conflicts and mentoring many upcoming women employees and entrepreneurs to fulfill their dreams.

### Multi-Tasking Roles and Women:

Striking a balance between work and personal life is not an easy job for working women. Prioritizing the post married life and kids is the most difficult thing for a working women. She is bounded emotionally as well as physically to her responsibilities. A women is designed multi- task without even realizing that they are performing ten different things at the same time. In multi-tasking role play women face both positive and negative effects on physical as well as mental health comparing to the women who are less involved in multi- tasking.

### Challenges of WLW:

**Prioritizing:** One of the vital challenge of work-life balance is to prioritize the task as 'urgent and important'. While doing this in performing multitasking it reduces the stress in holding the urgent task first and the important task later.

### Attitude:

In work life balance attitude towards situation compel in finding the way forward while taking the multiple assignments both in personal and work life.

### Glass Ceiling:

One of the vital challenge in the present conditions is the glass ceiling when women plan to develop their career for highly paid or high-end managerial job, due to the male dominated work markets many female professionals give up their dream, which results in the depletion and loss of potential talent pools.

### Gender equality:

Over the last few years' legislation of India combat gender violence and to uphold the principles for gender equality in both public and private life. Despite all these efforts still gender gaps are arising in some sectors. Thus it became a challenging role for women to up come this gender equality with their esteem efforts.

### Review of Literature:

Sushree Sangitha Das, Dr. Shashi A. Mishra in their article titlled "A Study on Work Life Balance of Women Working in IT Sectors of Mumbai City" stated that women professionals in IT sector should understand the ground reality and strike a balance between profession and personal life for achieving professional excellence. It is general expectation that employer should be sensible enough towards women employee in IT sector while implementing work flexibility policies especially in a city like Mumbai which has its inherent disadvantages of high cost of living, distance from work place to residence and majority being nuclear family dweller with both the spouse being career centric, work life balance is a biggest challenge. And unfortunately kids are being the biggest causality. It is a matter of concern for both employer, women employee, their partners and other family members to build a healthy rational society by integrating work and family life. Family which is the primary core value of Indian society should not sufferas well as women having equal potentialities should also be not hindered or discouraged to realize their career goal.



Improper work life balance may have a low quality life style leading to family conflict and unsatisfactory performance at the work places (or a negative impact on quality output at the work place).

**N.KrishnaReddy, M.N.Vranda** in their research article titled “Work life balance among married women employees” stated that its clear from the study that married women employees indeed experience work family conflict while attempting to balance their work and family lives. For achieving this the organizations need to formulate guidelines for the management to work – family conflicts since they are related to job satisfaction and performance.

**Thomas Kalliath, Paula Brough** in their article ‘Achieving work-life balance’ defined work-life balance are of limited value for the theoretical advancement of the construct and for practical Human Resource interventions. They reviewed six conceptualizations like, multiple roles, equity across multiple roles, satisfaction between multiple roles, fulfillment of role salience between multiple roles, a relation between conflict and facilitation and perceived control between multiple roles.

**Mr.G.Shiva** in his journal ‘A Study on Work-Life Balance and Challenges Faced by Working Women’ stated that long term exposure of women workers excessive work hours and high levels of work to family interference elevates their risk on mental and physical health problems. In his research he evaluates the solution to these potential problems must address workloads and job demands, employee choice and flexibility in working hours and arrangements, organizational cultures and behaviors of managers at all levels. Through this study it resulted that women face several challenges to balance work and family.

### Conclusion:

Though different studies and literature review it is proved that women IT professionals balance their work

life effectively by overcoming all the barriers faces inside the organization and outside the workplace. The right balances when women is single and after marriage or after children is considerable in the organizations by a work from home support which results in better orientation for future women IT professionals.

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