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**A STUDY ON WORK-LIFE BALANCE AMONG WOMEN ENTREPRENEURS IN  
PALAYAMKOTTAI**

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**INTRODUCTION**

The life of working people are very demanding challenging. There are ups and downs sometimes it is like a puzzle, or a long and winding road, or a cobweb of numerous roles and relationships. Moreover, there is the present reality that in many families, both husband and wife are now working or have careers, not just jobs, while having the responsibility for the care of their children and elderly parents. These increased demands of work, as well as at home, have made managing work and family life increasingly challenging, and the culturally dictated traditional female role has placed women in an unenviable position of combating internal conflict between their role as mother or primary caregivers and their role as working people. In this there is a work-family conflict since the demands of work and family roles are incompatible in some respect. This dilemma has prompted workers oftentimes to choose their priorities and managing their time to resolve the seeming unending conflict of work and family –personal life.

**REVIEW OF LITERATURE**

This section presents various review relates to work-life balance. Work-life balance is the degree to which an individual is able to simultaneously balance the temporal, emotional, and behavioral demands of both paid work and family responsibilities. It is a situation in which employees are able to give right amount of time and efforts to their work as well as their personal life outside work (Work-life balance, 2009. Anna, B., 2010).

Better work life balance creates high levels of employee satisfaction. It provides a solid return for the organization as well as the workforce. Work-life balance programs can also help by reinforcing recruitment, raising employee retention, decreasing absenteeism, limiting late comers, powering up productivity, neutralizing the nay saying, Promoting participation in training, contending with competition and engaging the emerging labor market (Better Balance, Better Business., 2004).

Entrepreneurship is generally perceived of as a creative act involving opportunity identification, evaluation, and exploitation (Shane & Venkataraman, 2000). This creative act involves a high degree of self-determination, but not equally so for all entrepreneurs. In this paper we argue that self-determination increases with the innovativeness of entrepreneurs firms in terms of the novelty of production technologies, the extent to which no competitors offer similar products and services, and the extent to which potential customers perceive products or services to be new and unfamiliar (Schott & Jensen, 2016).

Lakshmi and Gopinath (2013) states that the Work Life Balance among women employee is not about balancing both work and personal there is also scheduling their hours for

professional and personal life. The study shows that when women achieve the Work Life Balance, their job satisfaction and also the productivity increases. The study also shows about the specific counseling given to all women employees to manage both their Work and life. The authors say about poor Work Life Balance among women employees leads to poor performance at their work place. The study concludes that more than 30% of women staff needs to have the instruction, guidance and support to manage their work life balance and to improve the performance of these staff members.

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 WLB issues among female entrepreneurs commands urgent attention, studies pertaining to the WLB of entrepreneurial women in India are extremely scarce. In this context, the current work is a step towards analysing the WLB issues confronted by the women Entrepreneurs.

### OBJECTIVES OF THE STUDY

1. To explore the work-life challenges faced by women entrepreneurs in Palayamkottai.
2. To know about satisfaction with work-life balance among the respondents.
3. To offer suggestions for the improvement in future.

### METHODOLOGY

This study being based on primary data on the varied dimensions of work-life balance were collected through a suitably framed questionnaire. Besides the responses received on the questionnaire, informal discussions were held with the women entrepreneurs to get insight into various matters connected with their work life balance. Secondary data include books, journals websites etc. 70 women entrepreneurs in Palayamkottai were selected as samples for the present study by using Simple Random Sampling Method. Data collected have been presented in tabular form and the analysis was made using simple percentage, weighted average method.

### WORK-LIFE BALANCE ISSUES OF WOMEN ENTREPRENEURS

After overcoming many inherent disadvantages related to the deeply embedded traditional mindset and stringent etiquette, today we find Indian women engaged in different types of traditional (e.g., garment-making, beauty care, fashion design) as well as non-traditional (e.g., founding financial institutions, educational institutions, entertainment companies) 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 also must take care of their own health and other personal activities, which are often neglected because of role overload as well as time limitations. All of these situations lead to the absence of WLB and manifestation of many WLB issues.

#### Women Entrepreneur Roles

Creative employer	Risk taking innovator
Entrepreneur	Societal expectation duties
Housekeeping	Own/personal health management
Care taker of dependents	Mother
Daughter	Spouse

**ANALYSIS AND INTERPRETATIONS**

Table - 1 Demographic Profile of the respondents

Demographic /Work-life Dimension	Variable balance	Character	Frequency	Percentage
Age		< 25 Years	10	15
		25 – 35 Years	30	43
		35 – 45 Years	24	33
		>45 Years	06	9
		Total	70	100
Experience		< 5 Years	17	24
		5 – 10 Years	32	46
		Above 10 Years	21	30
		Total	70	100
Marital Status		Married	47	67
		Unmarried	23	33
		Total	70	100
Having Children		Yes	36	51
		No	11	16
		Not Married	23	33
		Total	70	100
Children taken care of by		Spouse	7	10
		In laws	10	14
		Parents	17	24
		Servants	2	3
		No child	11	16
		Not married	23	33
		Total	70	100

The respondents in the study are dominated by 25-35years age group constitution (43%). Most of the respondents (46%) have work experience 5- 10 years. The respondents in the study are dominated by married people (67%). Among the married respondents, 36 respondents have children and most of these respondents get help from their parents for taking care of children.

Table -2 Opinion regarding spending quality time with family

Sl.No	Opinion	No: of respondents	Percentage
1	Always	13	19
2	Often	14	20
3	Sometimes	26	37
4	Rarely	10	14
5	Never	7	10
	Total	70	100

The above table depicts most (37%) of the respondents spend their time with family sometimes only. The analysis clears that very few respondents are not able to spend their time with their family.

Table - 3 Work- Life Challenges faced by the respondents

Sl no.	Challenges	Mean score	Rank
1	Odd working Hours	48.9	I
2	Less Social Relationship	37.2	VI
3	Misunderstanding with spouse	32.0	VII
4	Inadequate attention to personal needs	42.1	III
5	Health Problems	41.5	IV
6.	Unable to help children in their studies	45.3	II
7	Feeling of stress	39.6	V

It is inferred from the above analysis odd working hours is the major challenge faced by the respondents to balance their work-life. Some respondents are not able to help their children in their studies and some of them are not able to give attention to their personal needs.

Table -4 Opinion towards satisfaction with work-life balance

Sl no.	Opinion	Frequency	Percentage
1	Satisfied	12	17
2	Undecided	37	53
3	Dissatisfied	21	30
	Total	70	100

The above table reveals 53% of the respondents have neutral opinion towards work-life balance , 30% are dissatisfied with work-life balance. 17% of the respondents have satisfactions towards work-life balance.

Table -5 Strategies to have a balanced work-life

Sl no.	Strategies	Mean score	Rank
1	Time Management	51.3	I
2	Flexible working hours	47.6	III
3	Specific Scheduling of family activities	49.2	II
4	Involvement in hobbies	39.3	VII
5	Participation in spiritual activity	37.6	VIII
6.	Work place near to house	44.5	V
7	Sharing work with spouse	42.7	VI
8	Learn to play multiple role	46.1	IV

The above ranking analysis clears majority of the respondents follow proper time management to balance their work and family life. According to them, Proper scheduling of family activities is also a strategy to balance work and family life. Some respondents feel having flexible working hours will enable better and balanced work-life.

### RECOMMENDATIONS

Given that work and family needs can cause stress and hamper work-life integration, it means that women entrepreneurs should be concerned about how to manage them more effectively. I therefore suggest that the following strategies be adopted:

- (1) Stress management - this can take many forms, such as take regular vacations, watch TV/movie, listen to music, engage in a hobby, have regular breaks during a normal workday, do yoga, have a massage, and take short naps in the afternoon;
- (2) Time management. The day before or at the beginning of each day, list the things to be done. Identify the important and urgent tasks that must be performed, and those unimportant and not urgent activities which can be delegated or postponed;
- (3) Support from spouse and family - develop and maintain support of the family members, especially the spouse for married women. Family support is a must. Support, especially from a spouse, is very important in terms of taking care of the children or offering business and emotional support. Family members are also very valuable during times of crisis, or even just on stressful days, being sources of strength to go on; and
- (4) Redesign work structure - given the nature and the goals of their enterprise, they should be able to make work schedule, work load, and work assignments more flexible for themselves and their workforce.

### CONCLUSION

Women comprise an important section of the workforce. However, the present conditions of a large number of well-qualified women who due to different circumstances have been left out of their jobs needs to be addressed. The problems faced are numerous, most often the break in their profession arises out of motherhood and family errands. Achieving a good balance between work and family commitments is a growing concern for modern employees and organizations. Results reveal that there is moderate work-life balance among women entrepreneurs.

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