

Work - Life Balance of Women Entrepreneurs

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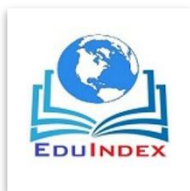
ABSTRACT

Work –Life balance is a concept including proper prioritizing between ‘work’ i.e. career and ambition and ‘Life –style’ i.e. family, health, pleasure leisure, spiritual development etc. Times have changed when husbands earned and the wives stayed at home looking after their children and managing home affairs. Today, women have come forward to earn and support their parents or husband to lead a decent life. But still, she is cooking, washing, runs the house and manages to do everything a woman does, if she stayed at home. An increasing number of women are making their presence felt in India’s vibrant economy, as entrepreneurs and professions. Most of these women, however, are from urban and semi –urban areas. However, India’s rural women have to be content with sticking to micro or small sized businesses and thus contribute to the family’s income. Traditionally, Indian women were expected to stay at home and take care of the family and thus their participation in the business sectors was limited. But after Independence, gradually the scenario changed and after the economic globalization in the 1990s, profound changes have occurred that have unleashed the creativity and potential of Indian women.

Key Words: Life style of Women, work –Life balance, India’s Vibrant Economy

INTRODUCTION

Work –Life balance is a concept including proper prioritizing between ‘work’ i.e. career and ambition and ‘Life –style’ i.e. family, health, pleasure leisure, spiritual development etc. Times have changed when husbands earned and the wives stayed at home looking after their children and managing home affairs. Today, women have come forward to earn and support their parents or husband to lead a decent life. But still, she is cooking, washing, runs the house and manages to do everything a woman does, if she stayed at home. An increasing number of women



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OBJECTIVES

1. To study the issues faced by women –entrepreneurs in Kanyakumari District to balance their work and life.
2. To record the findings and offer suggestions for a better work- life balance of women entrepreneurs.

METHODOLOGY

Data is collected through Primary and Secondary Sources. Primary data needed for study was collected with the help of questionnaire from 100 women entrepreneurs. Non Probability Convenient Random Sampling technique is used for the study.

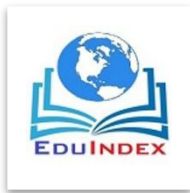
PROFILE OF THE RESPONDENTS

1. Age –wise classification of the Respondents.

Table : 1-Age wise classification of the respondents.

Sl.No	Age in Years	Number of Respondents	Percentage
1	20-30	56	56
2	30-40	20	20
3	40-50	14	14
4	Above 50	10	10
	Total	100	100

Source : Primary Data



The above table reveals that 56 percent of the respondents belong to the age group of 20-30 years, 20 percent of them are between 30-40 years, 14 percent of them belong to the age group of 40-50 years and the remaining 10 percent is from the age group of above 50 years.

2. Experience of the employees.

Table 2- Experience of Women –Entrepreneurs

Sl.No	Age in Years	Number of Respondents	Percentage
1	0-5	64	64
2	5-10	10	10
3	10-20	12	12
4	20-30	8	8
	Total	100	100

Source : Primary Data

From the table it is understood that 64 percent of the respondents have less than 5 years of experience, 10 percent of the respondents have 5-10 years of experience, 12 percent have 10-20 years of experience and only 8 percent of the respondents have 20-30 years of experience.

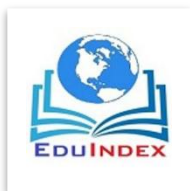
3. Number of Dependents in the Family:

Table :3- Number of Dependents in the Family

Sl.No	Age in Years	Number of Respondents	Percentage
1	None	20	20
2	1-3	45	45
3	3-6	23	23
4	Above 6	17	17
	Total	100	100

Source : Primary Data

Another important factor affecting the Work – life balance of women – entrepreneurs is the number of family –dependents. The above table portrays that 20 percent of the respondents



have no dependents. 45 percent of the respondents have 1-3 dependents in their family Whereas 23 percent of them have 3-6 dependents, 17 percent of the respondent have above 6 dependents.

4. Income of the respondents.

Table : 4- Income of the respondents.

Sl.No	Age in Years	Number of Respondents	Percentage
1	Below 1 Laksh	28	28
2	1-3 Laksh	42	42
3	3-5 Laksh.	15	15
4	Above 5 Laksh	15	15
	Total	100	100

Source : Primary Data

Table 4 shows that 28 percent of the women-entrepreneurs earn below Rs. 1 Lakh per annum. 42 percent of the respondents earn between Rs 1-3 lakhs per annum, 15 percent of the respondents earn between Rs. 3-5 lakhs per annum and 15 percent of the respondents earn above Rs. 5 Lakh

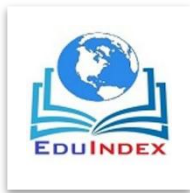
5. Type of the Family :

Table :5 –Type of the Family

Sl.No	Type of Family	Number of Respondents	Percentage
1	Joint -Family	29	29
2	Nuclear -Family	71	71
	Total	100	100

Source : Primary Data

The present living style is very important for the study. The table shows that 29 percent of the respondents live in Joint –family setup, whereas 71 percent of the respondents belong to Nuclear –family structure.



Factor Analysis

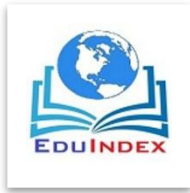
Factor analysis was conducted for the study. The Principal Component Matrix is drawn, Varimax method is used to draw the Rotated Compound Matrix to extract the factors. Based on the factor loading, factors are drawn and given below.

Table : 6- KMO and Bartlett's Test

Kaiser –Meyer –Olkin Measure of Sampling Adequacy		.0527
Barlette's Test of Sphericity	Approximate : Chi Square	5.25383
	DF	315
	Sig	.000

Table :7-Factor Analysis on the issues of Women –Entrepreneurs in Work –Life Balance

Components	Initial Eigen Values			Extraction sums of Squared - loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.287	17.590	17.590	2.287	17.590	17.590
2	1.642	12.633	30.223	1.642	12.633	30.224
3	1.524	11.720	41.943	1.524	11.720	41.943
4	1.341	10.316	52.259	1.341	10.316	52.259
5	1.014	8.785	61.044	-	-	-
6	1.046	8.042	69.086	-	-	-
7	0.845	6.503	75.589	-	-	-
8	0.807	6.205	81.794	-	-	-
9	0.706	5.432	87.226	-	-	-
10	0.555	4.266	91.492	-	-	-
11	0.433	3.330	94.822	-	-	-



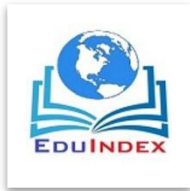
12	0.392	2.014	96.836	-	-	-
13	0.281	1.151	97.987	-	-	-
14	0.225	1.011	98.998	-	-	-
15	0.185	1.002	100	-	-	-

Extraction Method : Principal Component Analysis

It is found that four factors extracted together, account for 52.259, percent of the total variance. Hence fifteen factors are reduced to four underlying factors. Rotation Varimax method is used and its table is shown below

Table : 8 –Rotated Component Matrix

Sl. No	Particulars	Work Pressure	Family Care	Family Support	Personal Care
1	Able to do domestic work	0.519			
2	Able to reach working place in time	0.762			
3	Able to take home made lunch	0.721			
4	Able to cook dinner for the family	0.547			
5	Able to spend time with children		0.795		
6	Able to help children in their homework		0.634		
7	Able to spend time with the parents		0.562		
8	Interruption in the work due to problems at home			0.838	
9	Able to solve the problems of home from office			0.628	
10	Able to get enough moral support			0.715	
11	Able to manage financial problems.			0.612	
12	Able to get support from family to solve business problems			0.684	



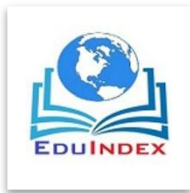
13	Able to have social life after work				0.636
14	Able to get time for personal needs				0.859
15	Able to have stress –free leisure time				0.769

Rotation Method: Principal Components Analysis

It is found that the variable ‘Able to do domestic work’ ‘Reach work place in time’ ‘Able to take home made lunch’ and ‘Cook dinner after work’ have loading of 0.519, 0.762, 0.721 and 0.547 respectively. These factors are named as ‘Work Pressure’ It is found that the variables ‘Spend time with children’, ‘Help children in their homework’, ‘Spend time with parents’ have loading of 0.795, 0.634 and 0.634 and 0.562 respectively. This suggests that factor ‘Family Care’ is a combination of these three variables. It is found that variables ‘Interruption in the work place’, ‘Solve the house hold problems from office’, ‘Moral support’, ‘Financial support’ and ‘Support from the family to solve business problems,’ have loading 0.838, 0.628, 0.715, 0.612 and 0.684 respectively. These factors are named as ; Family Support;, It is found that the variables ‘Social life after work’, ‘Cater to personal needs’ and ‘Stress free leisure time’ have loading of 0.636, 0.859 and 0.769 respectively. These factors are named as ‘Personal Care’.

FINDINGS

1. Majority (56%) of the respondents belong to the age group of 20-30 years.
2. Most of the respondents (64%) have experience of 0-5 years in business
3. 45 percent of the respondents have 1-3 family –dependents.
4. 42 percent of the respondents earn between Rs1-3 lakhs per annum
5. Majority of the respondents (71%) live in Nuclear –family set up
6. Factor analysis shows that there are 15 issues faced by the women-entrepreneurs to make proper work –life balance. These factors are reduced to four underlying factors. They are Work Pressure, Family Care, Family Support and Personal Care.



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SUGGESTIONS.

1. The women entrepreneurs should follow the practice of Time Management.
2. Learn to say No and become Assertive.
3. Use latest technology in business as well as at home
4. Try to get the maximum support system available at home and also at work place.
5. 'Nurture you' should be the first priority to overcome stress.

CONCLUSION

Based on the study, it can be concluded that women- entrepreneurs are having various issues to balance work and life, designing appropriate activities help the women - entrepreneurs to reduce the issues. Balance between Work and Personal lives is not only an option, but also a necessity for many women –entrepreneurs today, to become successful in the face of global marketing and in the present scenario.

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