

Investigation of Work-Life Balance Among Working Women in Perspective of Passion and Career

Vinjamuru V S G S Sriya¹, Kancherla Roopsika², Arshdeep Xaxa³, Hemank Chandrakar⁴, Harsh Agarwal⁵, Anusha Nadiger⁶

^{1,2,3,4,5}Student, Center for Management Studies- JAIN (Deemed-to-be-University)

⁶Assistant Professor, Center for Management Studies- JAIN (Deemed-to-be-University)

ABSTRACT:

This paper is an attempt to understand how a working woman in the present day handles work-related commitments and personal life including family responsibilities and also manages to pursue a career which she is passionate about to have a smooth career transition. Using a Questionnaire and random sampling, we collected the data from women from the ages 25 to 45 years old. We also spoke to the sample respondents for more insights. The findings show that 52% of the women chose their current job out of interest in it, this clearly shows how passion and full-time job already overlapped. 29% of the women responded that “taking courses” was an active step to transition into that career. This shows that women want to improve their abilities and skills through courses to have a career transition. 61% of the women are not sure about their passion pursuance in retirement, because they don’t want to monetize their passion.

KEYWORDS: Working women, Work-life balance, Balancing Passion and Work, Career Shift

Introduction:

Working Women: The proportion of working women in India has significantly increased. According to the Grant Thornton Women in Business Report 2021 study, there were 39% more women in senior management in India than worldwide. Compared to 90% globally, more than 98% of Indian businesses employ at least one woman in top management. According to the company, women are currently in leadership positions at 47% of mid-market enterprises in India, compared to 26% globally.

How companies are encouraging women to join the Workforce by providing women-friendly workplaces: A. N. CY Myutec Automotive was a pioneer in implementing workplace policies that support women. The company, which has its headquarters in Delhi, produces auto parts for passenger cars. Its business culture is based on praising leadership and teamwork. As they began offering jobs to women on the shop floor in the 1970s, the company also started taking favourable initiatives for women and giving them leadership responsibilities.

It closely follows the employee gender split. Providing dormitory accommodations for women employed by Anand Group enterprises is another step that ensures their safety and promotes community.

Aspire Systems is a multinational service provider with expertise in IT infrastructure support, independent testing services, enterprise transformation, and product engineering. Its top priority is to make women feel

comfortable and welcome in its workplaces. It already has two procedures in place to help with this. The first is its association with all women, which aims to create a mentor network. Every year on Women's Day, it also bestows the Golden Aviator Award on the female performers. Leadership training is its second initiative. The organisation looks for external summits and conferences led by leaders in the field so that women can attend and gain access to the necessary skills to advance.

Bharti Realty Holdings, a young and creative real estate firm, takes pride in cultivating a tight-knit community of employees. While focusing on their skills and flaws, they are given chances to contribute and take on new initiatives. The company's DIVAS and Women's Safety programmes are among its best practices. Its gender-diversity program, DIVAS, is a network designed to establish a learning environment specifically for a woman's requirements. It also serves as a support structure for women employees, enabling them to communicate, exchange experiences inside the company, and understand one another's objectives. Sessions on travelling safely while using personal protection are required by the Women Safety Initiative. The company supplies pepper sprays for its female employees to carry around in their purses at all times as protection from unanticipated situations.

As a global internal hub for its parent company First American Corporation, this organisation offers back office and knowledge processing operations to satisfy the needs of the parent company. The company has created a business culture that supports education. It offers resources for both pregnant mothers and those with disabilities. The nonprofit, which is aware of the need to encourage working mothers, runs workshops like Yoga for Moms and Young Mothers Coming Back to Work. For the physical and mental health of new and expectant mothers, First American offers yoga classes. Its second project is an awareness campaign that disseminates details about nutrition and parenthood.

Work-life balance: The concept of “work-life balance” was popularised during the 1980s Women’s Liberation Movement, which promoted flexible work schedules and paid maternity leave for women. However, the idea has its origins back in the Industrial Revolution. Workers put in an average of roughly 100 hours per week, which soon had an impact on social issues and health, especially for kids who were also employed at the time. Following several requests for reform, the UK initially agreed to shorter workweeks for women and children, and the U.S. followed suit with its revised Fair Labour Standards Act and the 40-hour workweek. Since then, the concept of work-life balance has changed to include both male and female employees. However, more women than men continue to get inquiries concerning work-life balance. In India, Working Women are both career and family conscious. Unlike men, women should fulfil their responsibilities at work and also manage their traditional roles of mother, and wife in their personal lives. According to research, 78% of working women in India use career breaks to enhance their well-being, plan career changes, and increase their workplace confidence.

Work-Life Balance and the current obstacles to it: There are some underlying issues with the recent developments in our social-political climate, where we are moving towards a society where women are closer to receiving equal chances as males and the majority of women are seeking jobs to support their families. To name a few:

Work-Family Conflict: A newlywed pair would struggle to figure out how to divide the responsibilities and make time for one another. Women who are focused on their careers may experience time constraints, especially if they must work later than normal.

Childcare responsibilities: Not all families will be able to justify the additional cost of childcare responsibilities. Additionally, they would miss out on watching their kids grow up and would always be subject to criticism for not being the ideal mother.

The necessity for dependent child care and single mothers: In some organisations, a hybrid work environment may not always be possible, and for women in leadership positions, it can be difficult to show up for work every day. Furthermore, according to studies, about 60% of women who work in hybrid environments feel left out of crucial meetings, and nearly half claim they don't have adequate exposure to leaders. On the other hand, workplaces might not offer them a nursery, breastfeeding and pumping care. In a recent LinkedIn research, 83% of working women have realized they want to work more flexibly.

Balancing passion and work: Passion is an individual's love towards a career, their interest in pursuing a certain career. It contributes to the psychological well-being of the Individual. Every individual has a passion for some career, initially, they did not identify that. Mostly it remains as a hobby in his/her life. Passion remains a hobby unless we identify our talents and the potential of those talents to help us earn enough income. Sometimes to enter into a career which remains a hobby, we need to cover the skill gap. We have to acquire the required skills to turn our passion/hobby into a full-time career. In the process of filling the skill gap, we tend to spend more time on what we love - hobby/passion. Sometimes it takes years to research the industry to understand its potential, what skills to acquire, and What time it takes for us to succeed in that Industry. So, we have to balance our regular full-time work and also our journey towards pursuing our passion.

According to a recent survey by IndiaLends, more than 90% of women contribute to home expenses, with close to 40% chipping in more than 50% of their income. Nearly 70% of these women have yearly incomes of less than Rs 5 lakh, while 23% have incomes between Rs 5 lakh and Rs 10 lakh. The number of people working to support their families was 26%. This clearly states that the households are very sensitive to the changes in the income of working women. Women should be cautious towards career-related decisions. They should take a lot of time and a lot of analysis is required to consider choosing their passion as their career.

While taking time to analyse the Industry they are passionate about, they also need to balance their work-related responsibilities. They should effectively manage and allocate time for skill building to bridge the skill gap to enter into new career and work-related commitments. Failing to do so may affect their personal life also.

Career Shift: Instead of working in the same old job which is not satisfying, women can shift their careers. A career shift is equally important to women as to men, women have the right to choose the career they want, provided they have the required skills. A career transition is recommended instead of "*sailing on two boats*" by balancing your family, work, and passion. Initially, women had to balance family, work, and passion to some extent. But after a particular time, a career shift is required to plan their retirement as well. The career transition towards your passion can be an excellent way to become financially independent after retirement because you would already get your research done and gain some experience in that industry, so it will be a *cakewalk* for women after retirement. In 2011, the old-age dependence ratio, which was 10.9% in 1961, has increased to 14.2%. According to the 2011 Census, 28% of old rural women and 66% of senior rural males were employed. Only 46% of senior urban males and 11% of elderly urban women were employed, respectively. In addition, 65% of respondents in a 2016 survey of 15,000 adults over 60 reported being financially dependent on others or going through a difficult time financially. These demographics also point to the necessity of effective senior citizen employment programmes.

REVIEW OF LITERATURE

Liz Doherty(2004) found out in her study "Work-life balance initiatives: implications for women" that

women may only profit from the business case supporting diversity management and a voluntary approach to work-life balance in tight labour markets. It is further suggested that to humanise the workplace for men and women who aspire to lead full lives, greater work with male managers is required. Action research was used in the study to involve stakeholders and find successful work-life balance strategies in the hospitality industry. It used case studies, interviews, and photographic proof to create a useful manual that the industry could use. The difference between this research and ours is that our study only looks at how women manage their personal lives in addition to their job and their careers.¹

Cynthia J Patel, Vasanthee Govender et al(2006) found out in their study “WORKING MOTHERS: FAMILY-WORK CONFLICT, JOB PERFORMANCE AND FAMILY/WORK VARIABLES” that women in the highest work category had the highest job performance rating, and married women reported much more family-work conflict than single women. More than half of the sample said that their job had a good effect on their families and that their paid work took precedence over their chores. They used a Questionnaire, A job performing rating developed by the retail organisation. Our study covers this aspect, but we are more focussed on women's career choices relating to passion and balancing work, and family life.²¹

Caroline Straub(2007) found out in her study “A comparative analysis of the use of work-life balance practices in Europe, Do practices enhance females’ career advancement?” that the initiatives taken by European businesses to improve work-life balance and create a more gender-equitable workplace. To make these practices an effective tool for developing women's careers, it also demonstrates the necessity for European businesses to reevaluate their organisational cultures. Through Questionnaire data collected from senior human resource managers, To demonstrate the variations in work-life balance practices and policies throughout nations, a comparative descriptive analysis was carried out. Our research’s sample respondents are women, from an employee point of view.⁴

Elizabeth Walker and Calvin Wang, et al(2008) found out in their study “Women and Work-Life Balance: Is Home-Based Business Ownership the Solution?” that the decision to launch a home-based business was not influenced by the operators' gender and itself. The issue of dependents was the most important deciding element. As part of a broader national study, home-based enterprises (n = 1,4,626) were questioned in Western Australia. Information was gathered about the operator, the firm, and particular problems facing home-based businesses. Our research focuses on different types of careers women are passionate about not just home-based businesses.⁷

Geraldine Grady and Alma M. McCarthy (2008) found out in their study “Work-life Integration: Experiences of mid-career Professional Working Mothers” that in an attempt to rediscover the meaning of work, family, and self, respondents seeking a mid-career change want additional time for self-care. Eighteen participants in dual-earner/career homes, ages 37 to 55, with at least one dependent kid under 18, were interviewed in-depth using qualitative methods. Along with working women who are mothers, our research focuses on young working women as well.¹⁷

Robert J Vallerand (2012) found out in his study “The Role of Passion in Sustainable Psychological Well-being” that Positive effects on psychological well-being are not always produced by deliberate activity. Given this, harmonic passion would merit careful consideration as a vital component of long-term psychological health. Our research covers how passion influences women's career choices.²⁷

J. Seno Aditya Utama(2012) found out in his study “Dynamics of Job Quitting among High-Educated Female Former Employees” that the spouse and supervisor support, career aspirations, and antecedents of women's work quitting decisions. The results included supervisor retention efforts, children's care

orientation, spousal support for a woman quitting her job, her current favourable evaluation, and her unintended future career. Data Collection through, In-depth one-on-one interviews with the twelve highly educated former employee moms were conducted. Along with job quitting, our research also focuses on how women are choosing other careers along with full-time jobs and family.³

TJaka Vadnjal and Mateja Vadnjal (2013) found out in their study “The role of husbands: Support or barrier to women’s entrepreneurial start-ups?” that the support of husbands is crucial. While financial help seems to be greatly valued, emotional support (belief and empowerment) is mostly revealed. Most female entrepreneurs' husbands had steady incomes during the startup phase and were not in the company for themselves. A survey was conducted among 121 women entrepreneurs to examine the significance of family support, specifically focusing on spouses. Along with the role of the husband, we are taking the role of the rest of the family members.²²

P. Suadicani, J. P. Bonde, et al(2013) found out in their study “Job Satisfaction and Intention to Quit the Job” that Within several job categories, the psychosocial work conditions, namely the job's significance, were found to be independently linked to leaving the job if it was financially feasible and applicable. A cross-sectional questionnaire study of hospital employees. Our research covers job satisfaction only in women.²⁸

Kalva and D. Shiryayev(2014) found out in their study “Job Satisfaction and Basic Vital Needs Satisfaction among Working Women” that Compared to married working women, unmarried working women report much higher levels of job satisfaction. In both categories, the satisfaction of material requirements is positively correlated with job satisfaction. Two psychological tests were used, “The test of satisfaction by job” and “The test of basic vital needs’ satisfaction”. Our research focuses on diverse ages of working women, both married and unmarried including other factors like family support along with job satisfaction.¹⁹

Yun Ling Li and Anthony A. Peguero, (2015) found out in their study “Professional Women's Dilemma between Work and Family: An Examination of the ADVANCE Program” that the "ADVANCE Programme" helps female faculty members in both schools, but because the problems are ingrained like these disciplines and institutions, policies and practices alone will not significantly alter women's underrepresentation in STEM professions. Numerous comparable policies and procedures at Georgia Tech and Virginia Tech are designed to mitigate work-family problems. Policies that significantly affect faculty members' tenure and promotion reviews and outcomes are mentioned. Our research focuses on these dilemmas along with career paths that women choose out of their passion.⁵

K Ragels Devi and S Sakthivel Rani (2015) found out in their study “The Impact of Organisational Role Stress and Work-family Conflict: Diagnosis Sources of Difficulty at Workplace and Job Satisfaction among Women in IT Sector, Chennai, Tamil Nadu” that several sources of stress related to work-family conflict and organisational role stress. Professional women who have demanding jobs must deal with role stress and work-family conflict. Using descriptive research and focussing on women in the IT industry in Chennai. Our research focuses on women in every Industry.¹⁸

Rege K and Jainapur (2015) found out in their study “Midlife Career Transition: Benefits, Challenges and Strategies in New Trends Of Second Career Among Females (40-50 Years)” that women have myths such as the magical transformation of lives and starting everything from scratch, benefits reaped are enjoying meeting and working with new people, etc, challenges are time management and financial conflicts. Our research focuses on all ages of working women²⁵

Geetha Subramaniam, Peck-Leong Tan, et all (2015) found in their study “Do flexible working

arrangements impact women's participation in the labour market? a multiple regression analysis" that work-life balance and women's decisions to stay in the workforce are significantly impacted by flexible work arrangements. Additionally, this study demonstrates that married women who have greater incomes and levels of education have a harder time juggling work and family. Multiple regression analysis is used, taking an exploratory approach, a sample of 397 Malaysian working women. Our research focuses on how flexible work arrangements help women follow their passion and handle work and family life.²⁶

Vinita Shah and Prachi Shah (2016) found out in their study "WORK - FAMILY BALANCE – A CHALLENGE FOR WOMEN" that in the current competitive growth era, women have more career interruptions than men. Secondary data is used to analyse the current situation. ⁶

Ivan Spehar, and Jacques Forest et al (2016) found out in their study "Passion for Work, Job Satisfaction, and the Mediating Role of Belongingness" that the role that belongingness has in overall job happiness and the significance of harmonious love for one's profession. A survey of 278 Norwegian workers revealed that belongingness acted as a partial mediating factor in the impact of a well-balanced enthusiasm for job satisfaction. Our research focuses on working women having a different passion from their full-time work. ³⁷

Rajeshwari Gwal (2016) found out in her study "Working Women: Career Breaks and Re-entry in a Fast-changing Business Environment" that women shift their careers to manage their families after marriage and childbirth. The identification of significant trends in career breaks and professional re-entry is based on a Likert scale, with a weighted mean ranking. Our research focuses on women's career breaks related to pursuing a different career that they are passionate about.²³

Sophie Hennekam (2016) found out in her study "Dealing with multiple incompatible work-related identities: the case of artists" that the artists' approach was impacted by the unofficial social environment and the acceptance or rejection of significant persons. Whereas environmental validation appears to result in less psychologically taxing integration and accumulation methods, environmental validation frequently causes stress and separation or disidentification techniques. Forty semi-structured in-depth telephone interviews with Dutch artists were done. Our research is on women employees. ¹⁰

Rabindra Kumar Pradhan, and Priyasha Panda et al(2017) found out in their study "Purpose, Passion and Performance at the Workplace: Exploring the Nature, structure and Relationship" that purpose has a more indirect than direct impact on performance. Employees must constantly be motivated by passion in addition to purpose to maximise performance. A structured survey was employed to collect data from 307 Indian Railways representatives. After using structural equation modelling to establish the psychometric features of the scales, a hierarchical regression analysis was performed to look into how passion and the other components interacted. To assess the moderating impact concurrently, the model was cross-examined in structural equation modelling using LISREL 8.52. ²⁰

Shumaila Atiq, and Dr Salman Iqbal et al (2017) found in their study "WORK-LIFE BALANCE AND INTENTION TO QUIT AMONG FEMALE WORKFORCE" that stated that because it puts stress and pressure on the female workforce, they intend to quit their jobs and careers if WLB is disturbed in the lack of organisational and familial support. Data is gathered via surveys given to female bank employees and faculty members at postsecondary educational institutions. Our research focuses on women choosing different careers because of their interest in different careers.³⁰

Dr. Radhika Kapur (2018) found out in her study "Challenges Experienced by Women Employees in Career Development in India" that focus on soft skills, employee motivation, training, retention strategies, Induction Programs, and Performance appraisal methods can be a solution to overcome challenges in

career development among women. Secondary data is used for analysis.¹¹

Ziauddin Merza, Istanbul Aydin University et al. (2019) found out in their study “THE ROLE AND IMPORTANCE OF SOCIAL MEDIA ON WOMEN ENTREPRENEURSHIP” that women use social media in their enterprises and the elements that support these particular businesswomen in their online ventures on social media. Data for this study, which employed a quantitative research design, came from 250 respondents in Kabul, Afghanistan, who primarily utilise social media as a tool. Our research covers how women have a passion for pursuing a different career using tools like social media and balancing their full-time work and family life.¹⁴

Xinyi Bian and Jia Wang (2019) found out in their study “Women's career interruptions: an integrative review” that a new career decision tree model can help anyone who wants to investigate how people make their decisions to consider career influencers on various levels in an organised manner, utilised a mind mapping programme and the integrative literature review methodology suggested by Torraco (2005, 2016). Our research focuses on how career interruptions happen due to women's choices between full-time jobs and passion.²⁹

Ambar Sari Dewi (2020) found out in her study “Investigating the Impact of Instagram on Women Entrepreneurs' Empowerment” that Social media components were used successfully. This study classifies textual and visual data on social media, especially Instagram accounts run by female entrepreneurs, using qualitative content analysis. According to the study's findings, the social media usage of the female entrepreneurs under investigation demonstrates women's empowerment. These two accounts' social media posts are one method these women actualize themselves. Our research focuses on how social media is used by women to balance their time between passion and full-time work and family life.¹³

Hudson Sessions, Jennifer D. Nahrgang et al. (2020) found out in their study “Do the Hustle! Empowerment from Side Hustles and Their Effects on Full-Time Work Performance” that to be part of the gig economy, millions of workers must combine their full-time job with side gigs. Even though this event is common, Organisational studies have been sluggish to take into account changes in the contemporary workplace. 337 employees' responses to a study corroborate these claims. The impact of side-hustle empowerment on full-time work performance is then examined in a 10-day study involving 80 employee-coworker dyads using the experience-sampling method. Our research focuses on how working women can shift from their full-time work to their side hustle or hobby.⁸

Dr S. Kadeswaran and Ms D. Brindha et al(2020) found out in their study “Social Media as a Gateway for Accelerating Women Empowerment” that In the new media era, social media plays a significant role in empowering women as members of a knowledge society. By providing information and education, these platforms enable women users to make better decisions from anywhere at any time. In this qualitative study, twenty-three women with varying backgrounds in terms of education, family, career, and economic standing participated in semi-structured interviews.²⁴

Kaltrina Kajtazia (2021) found out in her study “Women Entrepreneurs and the Challenge of Work-Life Balance: Evidence from Kosovo” that the majority of female entrepreneurs struggle with work-life balance; however, to get past this obstacle, they involve their family members in their business ventures. Married women, particularly those with multiple children, also struggle more than single women with this issue. The three research questions have informed the construction of 21 interview questions. Our research focuses on work-life balance along with balancing the part-time hobbies or passions of working women.²

Alexander Serenko(2021) found out in his study “The Great Resignation: The Great Knowledge Exodus or the Onset of the Great Knowledge Revolution?” that Numerous knowledge-related effects have been

brought about by The Great Resignation at the individual, organisational, and national levels. Individually, knowledge workers may become more numerous in the future due to the growing popularity of freelancing and the increasing demand for information technology and personal knowledge management strategies. It examines the body of existing literature, draws on secondary data, and applies the knowledge-based view of the company to the concept of the Great Resignation. Our research is also going to consider a few aspects of great resignation impacting women.¹⁵

Tammy Katsabian(2022) found in his study “THE WORK-LIFE VIRUS: WORKING FROM HOME AND ITS IMPLICATIONS FOR THE GENDER GAP AND QUESTIONS OF INTERSECTIONALITY” that the issue of work-life balance and gender inequity are brought to light by the telework phenomena. Our research focuses on work-life balance and how advantageous it is for women to balance personal life, full-time job and their passion.¹⁶

Mariya A. Yukhymenko-Lescroart and Gitima Sharma (2022) found in their study “Passion for Work and Well-Being of Working Adults” that balanced enthusiasm for the task at hand favourably to humanitarian purpose, subjective happiness, life satisfaction, and awakening to the purpose. Participants filled out multiple scales after being found through the Mechanical Turk service on Amazon. (N 1/4 297, median age 1/4 34 years, 55.2% female), and structural equation modelling was used to analyse the data. Our research focuses on how passion motivates women to shift their careers.⁹

RESEARCH GAP

There are few study publications on women's passions for specific careers. The preceding study papers focus on women's work passion, with a smaller fraction on job happiness. The research studies on work-life balance only addressed a small percentage of women's passions. The study studies listed above address women's passions, professional decisions, job transitions, work-life balance, and balancing side hustles. Our research report focuses mostly on balancing work, a different professional path that women are passionate about, and personal life unless they completely change careers.

OBJECTIVES OF THE RESEARCH

- To appreciate the challenges professional women face balancing their personal life, careers, and passions.
- Offering strategies to help women balance their careers, personal life, and hobbies.
- Help women discover their interests and skills, and make suggestions for possible career changes.

SCOPE OF THE RESEARCH

The study focuses on working women who are interested in pursuing a different career in addition to having full-time jobs and family obligations. The majority of the material that is currently available focuses on the factors that lead to women abandoning their employment, such as career setbacks, and work-life imbalances, and what organisations can do to address these issues. Because we are concentrating on women who have a passion for something different and who work a full-time job to secure their financial future in addition to taking care of their families, our research differs differently from other studies. Women's varying passions and job goals are typically not given much thought. Our goal is to learn about the challenges people have in juggling the three most significant aspects of their lives: their families, their full-time jobs, and their passionate careers. and to suggest methods for juggling them with a job change.

RESEARCH QUESTIONS

- Are working women not happy in their current job?
- Do working women want to pursue a different career?
- Are working women struggling to manage their current full-time job and their family responsibilities?
- Are working women hesitating for a career change? What might be the reasons?

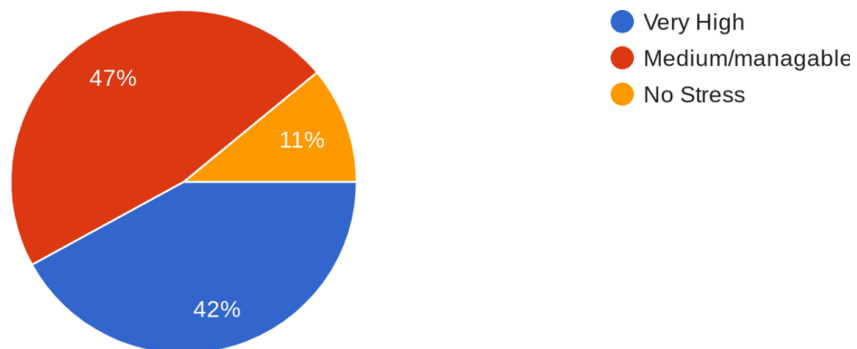
RESEARCH METHODOLOGY

PRIMARY DATA

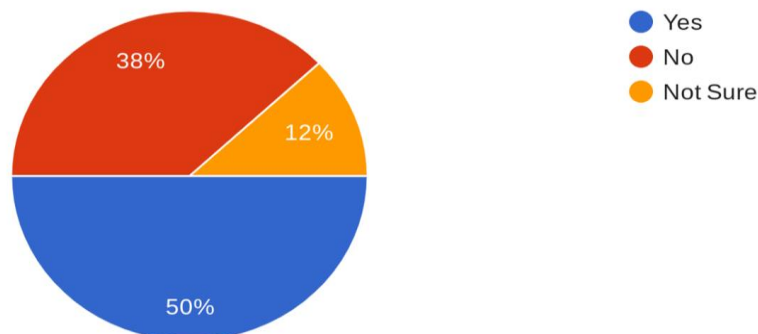
We are planning to collect primary data using the Quantitative Approach - Questionnaire method. We are using the random sampling method by sharing the questionnaire with as many working women as possible whom we find suitable for our research to know their problems and recommend possible solutions. We chose 100 sample respondents. We spoke to the respondents after they filled out the questionnaire, to get some more insights.

Overview of the Findings of the questionnaire survey

Levels of Stress in Job
100 responses

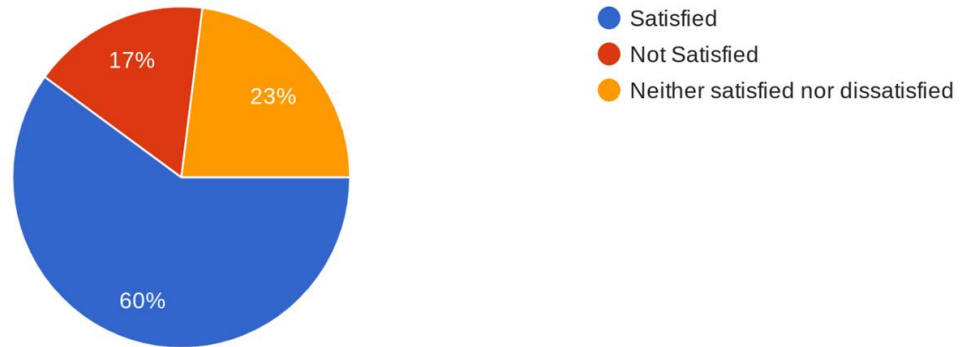


Do you believe you have good work-life Balance
100 responses



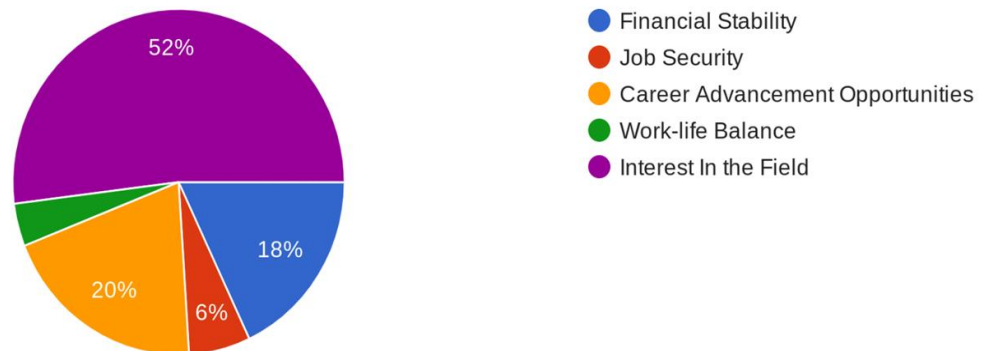
How satisfied are you with your current job?

100 responses



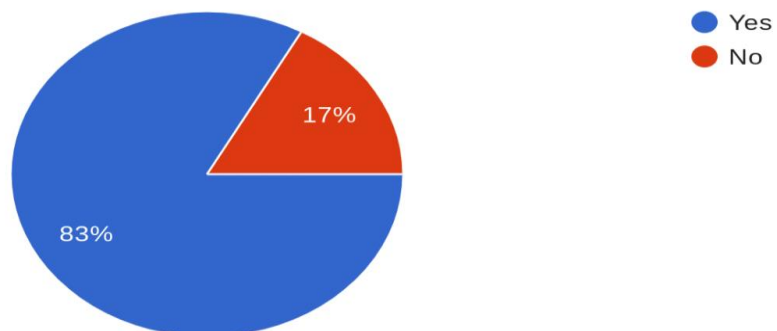
What were your main reasons for choosing your current job?

100 responses



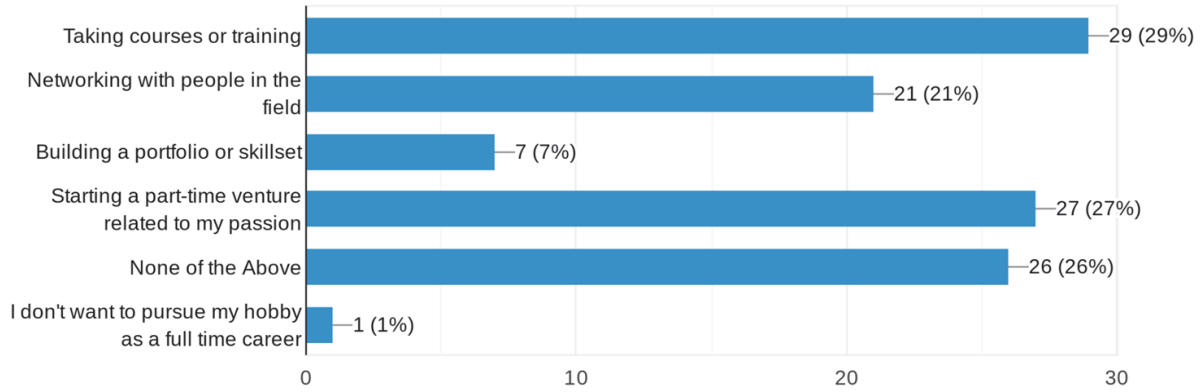
Do you have a hobby or passion you would like to pursue as a career?

100 responses



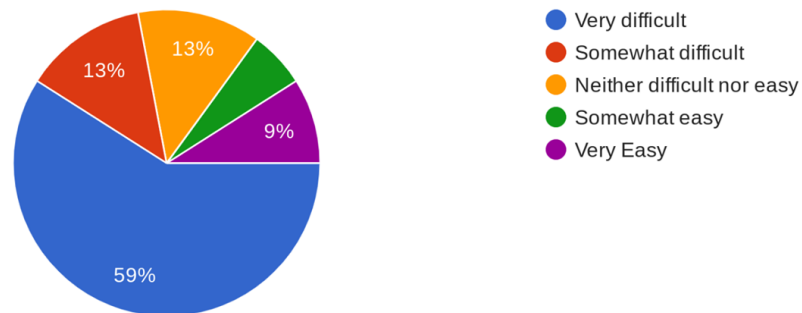
If yes, are you taking any active steps to transition into that career? (Select all that apply)

100 responses



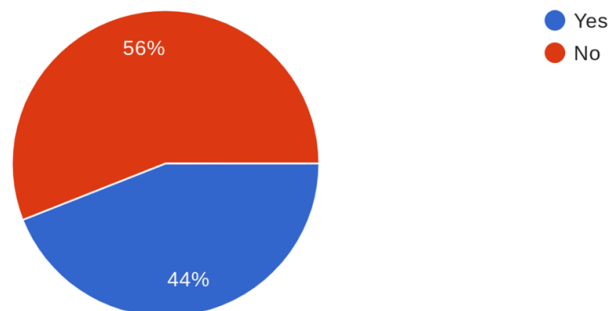
If you are taking steps, is it difficult to manage your job, family, and career transition efforts together?

100 responses



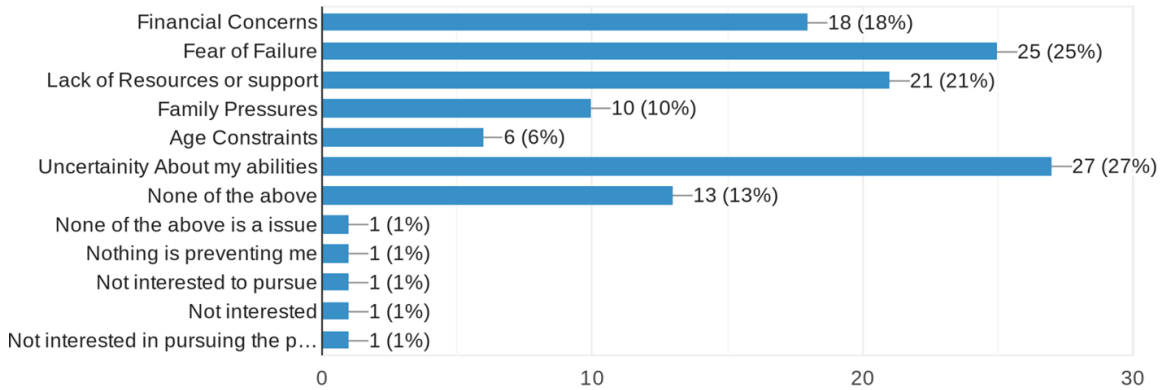
Do you see flexible work arrangements, such as remote work or part-time options, as helpful in pursuing your passion on the side?

100 responses



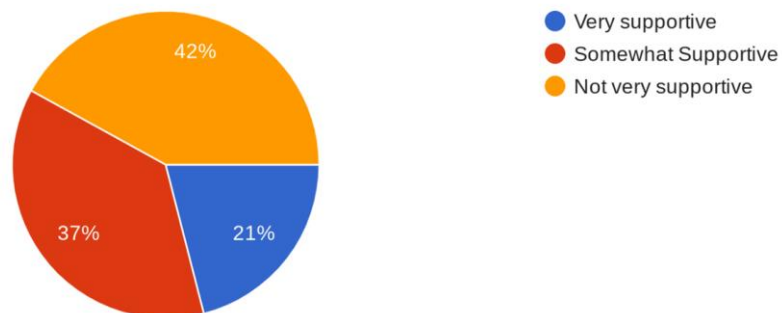
If you would prefer to pursue your passion as a full-time career, what is preventing you from doing so? (Select all that apply)

100 responses



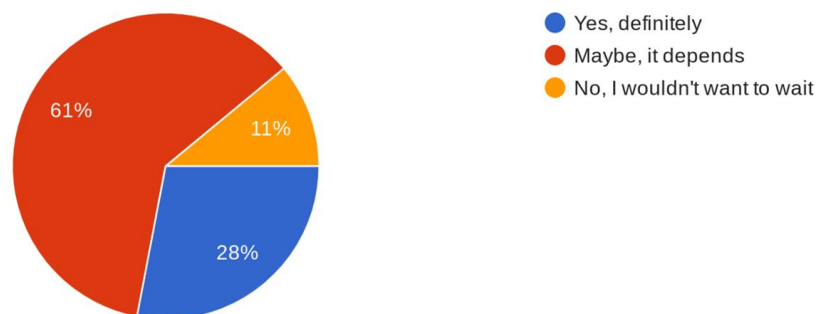
How supportive is your family of your desire to pursue your passion?

100 responses



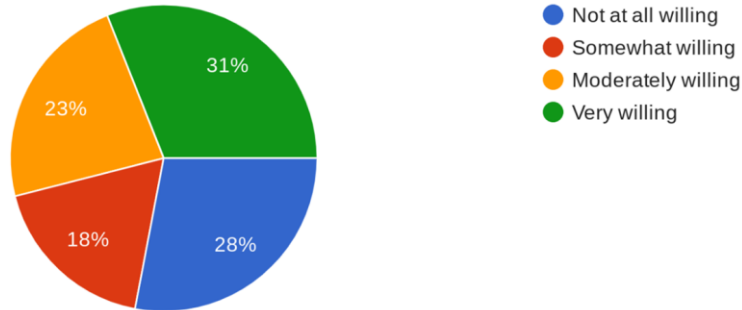
Would having more free time after retirement allow you to pursue your passion then?

100 responses



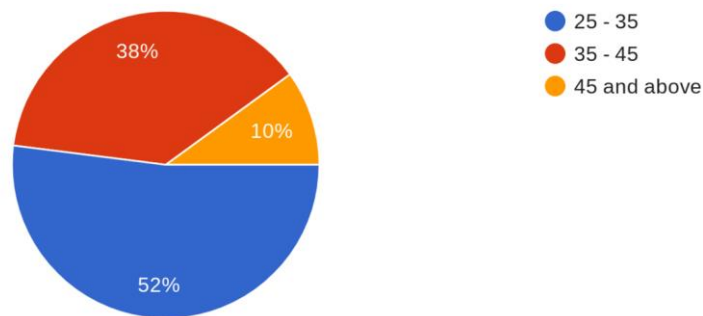
How much work are you willing to put in, to make your passion a reality?

100 responses



Age?

100 responses



When we asked this question “Is there anything else you would like to share about your experiences or aspirations regarding your work and passion?” women answered this way

Work should be done with the fullest passion, work-life balance promotes all-round development, family support is essential, making your passion your full-time job is essential, financial Stability is more important than passion, Love both my passion and a full-time job, Re-evaluation of our abilities before shifting the career, having a part-time business help earn more, need a framework to make the passion a full-time job, happy with the job/business they have, love to pursue my passion as a mere hobby, my business allows me to integrate my passion, love to keep a full-time job and passion different. The above results indicate the mixed responses from various women who are in different fields of work - Business, Coaching centre Tutor, Working, Employed, Student, Designer, Content writer, Intern, Software engineer, Marketing Intern, Baker, Senior Apparel Designer, Youtuber, News Paper Editor, Professor, HR Coordinator, Architect, Teacher, Sales Executive, Financial analyst, Online Business, Brand Manager, Wellness Coach, YouTuber, Sales executive, HR intern, Dentist, Psychiatrist, Interior Designer, Social Media Manager, HR, Writer, Bank employee, Civil Engineer, Artist, Legal Advisor, Surgeon, Photographer, Radio Jockey, Beautician, Fashion Designer, Lawyer, Data analyst, Graphic designer, CA, School teacher, UX designer, PR specialist, Event planner, Yoga Instructor, Chef, Investment Banker, Dietitian, Hotel Manager, Air hostess, Pet care centre business, Pediatrician, Freelance writer, Farming

business, Caricature Artist, Lab technician, Postal Clerk, Head of the department, Frontend developer, Textile Business, Journalist, Audit Associate, Project manager, College principal, Online course creator, Researcher in Neuroscience, Marketing Columnist, Data Scientist, Marketing analyst, Course facilitator, Career counsellor, Market research analyst, Consultancy Business, Convenience Store business, Management Trainee, Chemist, Piano teacher, Psychology professor, Content Marketer, Creative Director, Business, HR project consultant, Creative Writer, Canteen Business, HR assistant, Music Teacher, Wedding Planner, Bakery Business, Digital art selling business.

When we spoke to the respondents to gain more insights, we came to know that after retirement they are not sure if they are interested in pursuing their passion to monetize it, they want to enjoy their passion but not monetize it, this is one of the reasons why few women answered “not interested in pursuing passion” for the question “If you would prefer to pursue your passion as a full-time career, what is preventing you from doing so? (Select all that apply)”. They believed that if passion turned into a full-time job, they couldn’t work with their full interest and passion. Most of the women respondents are already pursuing their passion as their full-time job, like piano teachers, Caricature artists, Youtubers, photographers, event planners, etc most of these women come under the 25 to 35 age group. That is one of the reasons why 13% of the women mentioned “none of the above” and “nothing is preventing” for the question “If you would prefer to pursue your passion as a full-time career, what is preventing you from doing so?”. 52% already chose their current job out of interest in the field, this clearly shows how passion and full-time job already overlapped. 29% of the women responded that “taking courses” was an active step to transition into that career. This shows that women want to improve their abilities and skills through courses to have a career transition.

SECONDARY DATA

In most cases, having more working women benefits any economy. With more women employed, most nations experience quicker economic growth. That also applies to India. Women's participation in the labour force increased during the 1990s to early 2000s, but still the participation is less. Less than one in five Indian women are employed, at least formally, according to the most recent World Bank data from 2021. (Although the majority of work done in India is unofficial, such as household or agricultural labour, and is frequently overlooked.) It is not even meeting the rate of Pakistan’s women's labour force and equal to Afghanistan’s women's labour force before the Taliban’s control in 2021. The percentage of women in the labour force is declining. It reduced to 19% in 2021 from 32% in 2005. This decline is seen in all social classes, religions, and ages, and in both rural and urban areas. The economists are at a loss. "The alteration is what has left us perplexed. Sher Verick, an economist at the International Labour Organisation, conducted a groundbreaking study on female labour in India in 2014 and has since continued to monitor its fall. "What is happening in the Indian labour market, particularly during a period of strong economic growth?" Verick asks.³²

Six factors—prosperity, education, societal standards, safety concerns, issues with statistical measurement, and a dearth of respectable and productive employment—are mentioned by economists as potential explanations for this economic enigma.

Women in India are leaving the labour en masse because they can afford to, as household incomes rise. Many no longer have to perform physically taxing manual labour or backbreaking duties in agriculture. Director of Population First, a social welfare organisation with headquarters in Bombay, A.L. Sharada, a sociologist and demographer, believes that "women retreat from work as the economy grows, in part

because women's work is seen as a standby or emergency measure." "The moment the family becomes economically stable, they expect the woman to get out of the labour force." So women move in and out of employment, depending on their family's needs.

Indian women of today are better educated and more literate than in the past. Compared to earlier generations, they are enrolling in higher education in larger numbers and remaining for longer. But statistically speaking, that hasn't turned into jobs. Time spent at a university or school is deducted from the total amount of time spent working for pay. The ILO economist, Verick, states, "Of course we recognise this as an important and positive trend." "It does automatically lead to a reduction of the labour force for the age group that's in school."

Even with their nation's rapid progress, many Indians maintain traditional views regarding the place of women in the home. "Most women in the globe prioritise their families, but this is especially true in traditionally conservative nations like India. According to sociologist Sharada, "We still live in joint [multigenerational] families with obligations and a glorified image of women as mothers who sacrifice, care, and nurture." "The other aspects of a woman – as a competitor or achiever with aspirations — are not given much importance."

Significant female migration from India's rural areas could have unforeseen repercussions. Frequently, a lone male worker migrates ahead of the family, leaving women and kids behind in their home village, where the wife essentially takes on the role of single parent. She is less able to look for outside-of-the-house paid employment. When women do move to cities, they frequently worry about their safety. Compared to their ancestral communities, they might not have known their neighbours as well. In addition, if they land jobs, they could have to travel large distances or at night on dangerous and frequently unreliable public transportation.

In India, data indicating a 20% female labour force does not imply that 80% of women do not work. Many unpaid jobs performed by women go uncounted, such as managing a home or planting and harvesting on a family farm. Frequently, this is because labourers, especially women, may be unaware that some kinds of employment even qualify as such.

In a suburb of northern Mumbai, Sangeeta Ashok Devde and her neighbours lament their bosses in an alleyway off a bustling market. They all perform housecleaning and cooking services for others. It's insecure, sporadic labour. Devde, who is roughly 45 years old, claims, "None of us get decent wages or paid time off." However, ladies also have their own homes to maintain. My body is simply exhausted from working so long in both my own and other people's homes." A few of her pals had stopped working as housekeepers. It is excessively exhausting. However, they are illiterate and have limited options.

International labour organisations revealed that Women's participation in the Indian Labour force is 19.2%, while men's participation is 70.1%. India was in 135th position out of 146 countries, in the World Economic Forum's Gender Gap Report 2022. India is not even close to its neighbouring countries like Bangladesh, Nepal and Sri Lanka. India is one of the 5 countries with high gender inequality is more than 5%, including China, Pakistan, Qatar, and Azerbaijan³³

According to an Indian Express analysis, the increasing participation of women in entrepreneurship might improve India's GDP by \$0.7 trillion by 2025. Women entrepreneurs can become a motivation for other women to start their businesses and come into the workforce. There are a lot of difficulties women in India face in both rural and urban areas. ILO data reveals that 52% of Women in India would like to do work along with taking care of their families. During the last 20 years, the women's participation rate decreased significantly, from 32% in 2005 to 19% in 2021.

The Centre for Monitoring Indian Economy (CMIE) revealed that in February 2022, unemployment in rural areas increased to 9.2 per cent. However, in urban areas, the trend reversed and unemployment reached 7.5 per cent.³⁶

Though the statistics show good numbers, one in four women in metropolitan cities between 15 and 29 cannot find work. A World Bank's Data reveals that the decline in female labour participation has been especially severe over the last 15 years.

Kris Gopalakrishnan, co-founder of Infosys and chairman of Axilor Ventures, says, "I find that there is a lot more confidence in the youth and a lot more confidence in the women now, at the individual level".

Compared to their predecessors, the 300 million women who make up the millennial GenZ—who are now well-established in the workforce—tend to have more benefits. They are perceived as more intelligent, self-sufficient, financially and technologically savvy, and career-focused as individuals. "Recently, two positive things have occurred. The benefit of a flexible work schedule or the ability to work from home is now available to younger, more aspirational women" according to millennial Radhika Gupta, MD & CEO of Edelweiss Mutual Fund.³⁴

However, the difference grows in terms of economic involvement. Take a look at this data from the July 2022 report. Indian women scored 0.961 for educational achievement, where 1 denotes gender parity; nevertheless, the score fell to 0.350 for economic involvement and opportunity. Where the pixels appear far better than the painting, the contrast between the striving individual woman and the patriarchal Indian society is striking. In the WEF's Global Gender Gap Index for 2022, India is ranked a pitiful 135th out of 146 countries; yet, there is a glimmer of hope as the country has moved up five spots from 2021. Thought leaders argue that the problem is too complex and huge to be tackled alone in the commercial setting and that more significant societal reforms are needed. Furthermore, Bhattacharya stated that emphasising women alone without also emphasising the development of jobs is not a very smart strategy. He declared, "Much, much more jobs are needed." A periodic Labour Force Survey conducted from July 2021 to June 2022, revealed that 29.4% of the women who are between the ages 15 to 59 were in the labour force between 2021 and 2022, but it was 29.8% in the previous year. Men's LFPR rate increased from 80.1% to 80.7% during the same period. Based on the current weekly status, these figures represent the labour force participation rate (LFPR) (CWS). India has a low FLFPR historically, and it began to decline shortly after the year 2000.

Based on current weekly status, these figures represent the labour force participation rate (LFPR) (CWS). If a person worked for at least one hour on at least one day in the week before the survey, or if they were jobless and looking for work, they are deemed to be in the labour force according to their current weekly status. The glaringly low proportion of women in the workforce is not a recent development. India has a low FLFPR historically, and it began to decline shortly after the year 2000.

More recently, Ishaan Bansal and Kanika Mahajan (2021) discovered that the likelihood of women working increased in households that suffered severe negative income shocks brought on by the pandemic-related lockdowns in India. Their research examined the connections between pandemic income shocks and FLFPR. They discovered that women's employment began to fall after household economic conditions improved, highlighting the fact that women's work frequently serves as a safety net for lower-income households during times of low income. However, this improvement in women's employment was only temporary.

Conclusion and Recommendation

By analysing the findings of the survey conducted, it is concluded that the sample respondents are broadly categorised into 3 groups, 1) those who are not interested in monetizing their passion, 2) those whose full-time work and passion are already the same, 3) those those Already taking courses for career transition. For the third category time management skills are required. First and second-category women already decided on their career paths. Women during their career transition need to set clear goals and prioritize tasks. Self-care is also required to achieve a successful career transition and to manage the mental exhaustion between the current job and passion.

Scope for future research

The above research focuses on only certain occupations, using random sampling. The research did not focus on low-cadre women and their work-life balance, and passion. Married and unmarried women are not bifurcated clearly.

REFERENCES

1. Doherty, L. (2004), "Work-life balance initiatives: implications for women", *Employee Relations*, Vol. 26 No. 4, pp. 433-452. <https://doi.org/10.1108/01425450410544524>
2. Kajtazi, K. (2021), "Women Entrepreneurs and the Challenge of Work–Life Balance: Evidence from Kosovo", [Rezaei, S., Li, J., Ashourizadeh, S., Ramadani, V. and Gërguri-Rashiti, S. \(Ed.\)](#) *The Emerald Handbook of Women and Entrepreneurship in Developing Economies*, Emerald Publishing Limited, Bingley, pp. 145-164. <https://doi.org/10.1108/978-1-80071-326-020211009>
3. Utama, J.. (2012). Dynamics of Job Quitting among High Educated Female Former Employees. *International Research Journal of Business Studies*. 5. 101-112. 10.21632/irjbs.5.2.101-112.
4. Straub, C. (2007), "A comparative analysis of the use of work-life balance practices in Europe: Do practices enhance females' career advancement?", *Women in Management Review*, Vol. 22 No. 4, pp. 289-304. <https://doi.org/10.1108/09649420710754246>
5. Li, Yun Ling & Peguero, Anthony. (2015). Professional Women's Dilemma between Work and Family: An Examination of the ADVANCE Program. *Gender, Technology and Development*. 19. 119-144. 10.1177/0971852415578038.
6. Shah, Vinita & Shah, Prachi. (2016). WORK-FAMILY BALANCE – A CHALLENGE FOR A WOMAN
7. Walker, Elizabeth & Wang, Calvin & Redmond, Janice. (2008). Women and Work-Life Balance: Is Home-Based Business Ownership the Solution? *ECU Publications*. 27. 10.1108/02610150810860084.
8. Sessions, Hudson & Nahrgang, Jennifer & Vaulont, Manuel & Williams, Raseana & Bartels, Amy. (2020). Do the Hustle! Empowerment from Side-Hustles and Its Effects on Full-Time Work Performance. *The Academy of Management Journal*. 64. 10.5465/amj.2018.0164.
9. Yukhymenko, Mariya & Sharma, Gitima. (2022). Passion for Work and Well-Being of Working Adults. 49. 505-518. 10.1177/0894845320946398.
10. [Hennekam, S.](#) (2017), "Dealing with multiple incompatible work-related identities: the case of artists", *Personnel Review*, Vol. 46 No. 5, pp. 970-987. <https://doi.org/10.1108/PR-02-2016-0025>
11. Kapur, Radhika. (2018). Challenges Experienced by Women Employees in Career Development in India.
12. *The Economic Times*. (2023, March 6). Meta sees a strong trend in women entrepreneurs using its

- apps in India. <https://economictimes.indiatimes.com/tech/technology/meta-sees-strong-trend-in-women-entrepreneurs-using-its-apps-in-india/articleshow/98446650.cms?from=mdr>
13. Dewi, Ambar. (2020). Investigating the Impact of Instagram on Women Entrepreneurs' Empowerment. 10.2991/assehr.k.200728.013.
 14. Merza, Ziauddin, The Role and Importance of Social Media on Women Entrepreneurship (May 28, 2019). Available at SSRN: <https://ssrn.com/abstract=3408414> or <http://dx.doi.org/10.2139/ssrn.3408414>
 15. Serenko, Alexander. (2022). The Great Resignation: The Great Knowledge Exodus or the Onset of the Great Knowledge Revolution? *Journal of Knowledge Management*. 27. 10.1108/JKM-12-2021-0920.
 16. Katsabian, Tammy, The Work-Life Virus: Working from Home and its Implications for the Gender Gap and Questions of Intersectionality (September 1, 2022). Forthcoming in the *Oklahoma Law Review*, Available at SSRN: <https://ssrn.com/abstract=4228805> or <http://dx.doi.org/10.2139/ssrn.4228805>
 17. Grady, G. and McCarthy, A.M. (2008), "Work-life integration: experiences of mid-career professional working mothers", *Journal of Managerial Psychology*, Vol. 23 No. 5, pp. 599-622. <https://doi.org/10.1108/02683940810884559>
 18. Devi, K. R., & Rani, S. S. (2016). The Impact of Organizational Role Stress and Work-Family Conflict: Diagnosis Sources of Difficulty at Work Place and Job Satisfaction among Women in IT Sector, Chennai, Tamil Nadu. **Procedia - Social and Behavioral Sciences*, 219*, 214-220. <https://doi.org/10.1016/j.sbspro.2016.05.008>
 19. Kalva, I. & Shirayayev, D.. (2016). Job satisfaction and basic vital needs satisfaction among working women. *SHS Web of Conferences*. 30. 00016. 10.1051/shsconf/20163000016.
 20. Pradhan, Rabindra & Panda, Priyasha & Jena, Lalatendu. (2017). Purpose, Passion and Performance at the Workplace: Exploring the nature, structure and relationship. *The Psychologist-Manager Journal*. 20. 10.1037/mgr0000059.
 21. Patel, Cynthia & Vasanthee, Govender & Zubeda, Paruk & Naidoo, Sarojini. (2006). Working mothers: Family-work conflict, job performance and family/work variables. *South African Journal of Industrial Psychology*. 32. 10.4102/sajip.v32i2.238.
 22. Vadnjaj, Jaka & Vadnjaj, Mateja. (2013). The role of husbands: Support or barrier to women's entrepreneurial start-ups? *African Journal of Business Management*. 7. 3730-3738. 10.5897/AJBM11.3040.
 23. Gwal, Rajeshwari. (2016). Working Women: Career Breaks and Re-entry in a Fast-changing Business Environment. *Metamorphosis: A Journal of Management Research*. 15. 10.1177/0972622516629021.
 24. Sengottaiyan, Kadeswaran & Duraisamy, Brindha & Rathinaswamy, Jayaseelan. (2020). Social Media as a Gateway for Accelerating Women's Empowerment.
 25. Rege, Kamini. (2016). Midlife Career Transition: Benefits, Challenges and Strategies in New Trends Of Second Career Among Females (40-50 Years). *Scholarly Research Journal for Interdisciplinary Studies*. 4. 238-249.
 26. Subramaniam, Geetha & Tan, Peck-Leong & Atory, N.A.A.. (2015). Do flexible working arrangements impact women's participation in the labour market? a multiple regression analysis. 18. 130-140.
 27. Vallerand, Robert. (2012). The role of passion in sustainable psychological well-being. *Psychology of Well-Being*. 2. 10.1186/2211-1522-2-1.

28. Suadican, P & Bonde, Jens Peter & Olesen, Kasper & Gyntelberg, Finn. (2013). Job satisfaction and intention to quit the job. *Occupational medicine* (Oxford, England). 63. 10.1093/occmed/kqs233.
29. Bian, Xinyi & Wang, Jia. (2019). Women's career interruptions: an integrative review. *European Journal of Training and Development*. ahead-of-print. 10.1108/EJTD-03-2019-0040.
30. Rasheed, Mamoona. (2017). WORK-LIFE BALANCE AND INTENTION TO QUIT AMONG FEMALE WORKFORCE.
31. "India's Best Workplaces for Women." (2019, October 1). *Outlook Business*. <https://www.outlookbusiness.com/the-big-story-1/lead-story-8/indias-best-workplaces-for-women-5401>
32. Lauren Frayer, Raksha Kumar, (JANUARY 16, 2023), It's a mystery: Women in India drop out of the workforce even as the economy grows (2024), NPR, <https://www.npr.org/sections/goatsandsoda/2023/01/04/1146953384/why-women-in-india-are-dropping-out-the-workforce-even-as-the-economy-grows>
33. Roshini Chakrabarthy, (Jun 11, 2023), Female labour participation declining in India: Why are women not working? (2024), India Today, <https://www.indiatoday.in/education-today/jobs-and-careers/story/female-labour-participation-declining-in-india-why-are-women-not-working-2391034-2023-06-09>
34. Vidya S, (Mar 08, 2023), India is prospering, but its women are leaving the workforce, (2024), BusinessToday, <https://www.businesstoday.in/latest/corporate/story/india-is-prospering-but-its-women-are-leaving-the-workforce-372660-2023-03-08>
35. Dhruvika Dhamija, Akshi Chawla, (20th March 2023), Growth In Female Labour Force Participation In India Now Seems To Be Stagnating, The Wire, <https://thewire.in/women/women-labour-force-india-growth>
36. (25 Apr 2022), 2 Crore Women in India Quit Workforce in 2017-22, News Click, <https://www.newsclick.in/2-crore-women-india-quit-workforce-2017-22>
37. Spehar, Ivan & Forest, Jacques & Stenseng, Frode. (2016). Passion for work, job satisfaction, and the mediating role of belongingness. *Scandinavian Journal of Organizational Psychology*. 8. 17-26.