

A Study on Work Life Balance of Working Women on It Sector, Puducherry Region

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ABSTRACT

The study explores the work-life balance (WLB) experiences of working women in the IT sector in Puducherry region. With the increasing participation of women in the workforce, achieving a balance between work and personal life has become a significant challenge. This study aims to investigate the factors influencing WLB, the impact of WLB on job satisfaction and family life, and the coping strategies adopted by working women. A mixed-methods approach was employed, combining both quantitative and qualitative data collection and analysis methods. A survey questionnaire was administered to 150 working women in the IT sector, and in-depth interviews were conducted with 80 participants. The findings indicate that working women in the IT sector face significant challenges in achieving WLB, including long working hours, workload, and family responsibilities. The study also reveals that WLB has a positive impact on job satisfaction and family life. The coping strategies adopted by working women include time management, support from family and friends, and organizational support. The study's findings have implications for organizations, policymakers, and individuals seeking to promote WLB and improve the overall well-being of working women in the IT sector.

Keywords: work-life balance, working women, IT sector, Puducherry region, job satisfaction, family life.

INTRODUCTION

The concept of work-life balance (WLB) has gained significant attention in recent years, particularly among working women. With the increasing participation of women in the workforce, achieving a balance between work and personal life has become a significant challenge. The IT sector, in particular, is known for its demanding work culture, long working hours, and high levels of stress, making it even more challenging for working women to maintain a healthy work-life balance. Puducherry, a union territory in India, has witnessed significant growth in the IT sector in recent years, with many IT companies setting up their operations in the region. However, there is a lack of research on the work-life balance experiences of working women in the IT sector in Puducherry.

This study aims to bridge this knowledge gap by exploring the work-life balance experiences of working women in the IT sector in Puducherry. Specifically, the study seeks to, Investigate the factors

influencing work-life balance among working women in the IT sector in Puducherry, Examine the impact of work-life balance on job satisfaction and family life among working women in the IT sector in Puducherry, Identify the coping strategies adopted by working women in the IT sector in Puducherry to manage their work and family responsibilities.

This study contributes to the existing literature on work-life balance by providing insights into the experiences of working women in the IT sector in Puducherry. The findings of this study can be used to inform policies and practices that support working women in achieving a better balance between their work and personal life.

REVIEW OF LITERATURE

Meenakshisundaram and Panchanatham A study of 70 full-time employees in the garment industry in Tiruppur, Tamilnadu, found that the organization supported employees' careers and maintained reasonable workloads. Employees prioritized both family and work equally, and most were able to balance their work and personal life.

Mehtha A study of 263 women employees in the service sector (banking, finance, healthcare, IT, and education) in Pune found that career breaks were often due to motherhood and family responsibilities.

Miryala and Chiluka A study highlighted the need for work-life balance (WLB) policies for teachers. The research found differences in perceptions of WLB policies based on background and institution type (government or private).

Narayanan and Lakshmi A study of software professionals in the IT sector found that work-life balance was affected by work timings, excess workload, long travel, and routine meetings. Family care, childcare, and work timings also impacted work balance.

Santhi and Sundar A study of 350 women employees in the Chennai-based IT industry measured satisfaction with work-life balance. The results showed that 55% of respondents were highly satisfied with current initiatives. The researchers suggested that management should address the issues leading to moderate or low satisfaction among the remaining 45%.

STATEMENT OF THE PROBLEM

The IT sector has witnessed a steady rise in female workforce participation, but women's careers in this sector are constantly hindered by escalating work demands. Simultaneously, women bear significant family responsibilities, exacerbating the challenge of achieving a balance between work and personal life. This imbalance has far-reaching consequences, including: Increased stress and depression, poorer mental health, heightened family conflicts, reduced life satisfaction, Decreased job satisfaction, higher absenteeism, Lower organizational commitment, reduced productivity, and Employee disengagement.

SIGNIFICANCE OF THE STUDY

This study holds significant importance, as its findings will, Identify key individual, family, and work-related factors influencing work-life balance, Inform HR practitioners in the IT industry about the concept of work-life balance, its dimensions, and the relationships between individual and family-related variables, Provide insights for evaluating existing work-life balance programs for women employees in IT organizations, Guide the development of strategies to strengthen and enhance work-life balance initiatives, ultimately supporting the well-being and productivity of women employees in the IT sector.

OBJECTIVES OF THE STUDY

- To ascertain the different dimensions of work life balance among women employees in IT sector
- To study the relationship between socio-economic and demographic background and work life balance of Women IT employees
- To identify the relationship between family environment and work life balance.
- To analyse the impact of work life balance on organizational commitment.

RESEARCH METHODOLOGY OF THE STUDY

The present research work is mainly focused on primary data collected from the women employees in IT companies located in Puducherry city. The study was also supported by the secondary information in the form of articles published in journals, books and other publications relevant for the area of research.

Sampling Technique

The respondents for the sample are selected to use simple random sampling technique and collected 80 respondents from this study.

Statistical tool Use

The data collected from the survey was analysed to use various statistical techniques from percentage analysis

ANALYSIS AND INTERPRETATION

Table 1.1 Age of the respondents

Particular	No of Respondents	Percentage
Below25	22	27.5
26-35	19	23.8
36-45	15	18.8
46-55	24	30.0
Total	80	100.0

Interpretation

The table 1.1 it is clear that, 30% of the respondents are belong to the age 46 to 55 years 27.5% of the respondents are belong the age below 25 years and 23.8 % of the respondents are belongs to the age of 26-35 years and 18.8%of the respondents are belong to the age 36-45 years Thus, the majority of the respondents in the age group of 46 to 55 years.

Table 1.2 Education of the respondents

Particular	No of Respondents	Percentage
SSLC	19	23.8
HSC	16	20.0
UG	22	27.5
PG	13	16.2
Other	10	12.5
Total	80	100.0

Interpretation

The table 1.2, it is shows that, 27.5 % of the respondents educational qualification is UG, 23.8% of the

respondents are educational qualification is SSLC, 20.0 % of the respondents educational qualification is HSC, 16.2 % of the respondents educational qualification is PG, and 12.5 % of the respondents educational qualification is others. Thus, most of the respondents are educational qualification is UG

Table 1.3 Designation role organization of the respondents Designation role organization of the respondents

Particular	No of Respondents	Percentage
Developer	19	23.8
Project manger	19	23.8
HR	19	23.8
Team lead	21	26.2
Others	2	2.5
Total	80	100.0

Interpretation

The table 1.3, it is shows that. 26.2 % of the respondents are working in Team leader, 23.8 % of the respondents are involved in developer. Project manager and HR and 2.5 % of the respondents are working in others. Thus, the most of the respondents are working in Team leader.

Table 1.4 Experience IT sector of the respondents Experience IT sector of the respondents

Particular	No of the respondents	Percentage	
0-2years	20	25.0	
3-5years	32	40.0	
6-10years	21	26.2	
more than 10 years	7	8.8	
Total	80	100.0	

Interpretation

The Table 4.4.clearly identified that 40% of the respondents are working in IT sector for the period between 3 to 5 years, 26.2% of the respondents are working in IT sector for the period between below 6 to 10 years, 25.0% of the respondents are working in IT sector for the period between below 0 to 2 years, and 8.8% of the respondents are working in IT sector above 10 years. Thus, most of the respondents are working in IT sector market for 3 to 5 years.

Table 1.5 Monthly Income of the respondents Monthly income of the respondents

Particular	No of Respondents	Percentage
Below 10000	24	30.0
10001 to20000	22	27.5

20001 to 30000	23	28.8
above 30000	11	13.8
Total	80	100.0

Interpretation

The table 1.5, it is clear that, 30 % of the respondents are belong below Rs. 100000 as annual income, 28.8% of the respondents annual income is between Rs.20001 to Rs.30001, 27.5 % of the respondents annual income is between Rs.10001 to Rs .20000, and 13.8% of the respondents of above Rs. 30000 . Hence, most of the respondents' annual income is below Rs.100000.

Table 1.6 Need of work overtime of the respondents

Particular	No of Respondents	Percentage
Yes	33	41.2
No	33	41.2
sometimes	14	17.5
Total	80	100.0

Interpretation

The table 1.6 shows that, 41.2 % of the respondents are yes at the same percentage of respondents 41.2% no and 17.5% of the respondents are in sometimes.

Table 1.7 Support for work related

Particular	No of Respondents	Percentage
Yes	32	40.0
no	36	45.0
I am not sure	12	15.0
Total	80	100.0

Interpretation

The table 1.7 shows that, 45.0 % of the respondents are no at the same percentage of respondents 40.0% of the respondent yes and 15.0 % of the respondents are I am not sure

Table 1.8 mentally exhausted to work

Particular	No of Respondents	Percentage
Rarely	24	30.0
sometimes	27	33.8
frequently	26	32.5
always	3	3.8
Total	80	100.0

Interpretation

The table 4.18 shows that, 33.8% of the respondents are sometimes at the same percentage of respondents 32.5 % of the respondent frequently and 30.0% of the respondents are rarely of the respondent 3.8% of the respondent are always.

Table 4.22 Does your organization support work life balance

Particular	No of Respondents	Percentage
Yes	36	45.0
no	25	31.2
maybe	19	23.8
Total	80	100.0

Interpretation

The table 4.22 shows that, 45.0% of the respondents are yes at the same percentage of respondents 31.2% of the respondent no and 23.8% of the respondents are frequently of the respondent 23.8% of the respondent are maybe

FINDINGS

Demographic Characteristics

- **Age:** 30% of respondents are between 46-55 years old.
- **Gender:** 51% of respondents are male.
- **Education:** 27% of respondents hold an undergraduate degree.
- **Designation:** 26% of respondents are team leads.
- **Experience:** 40% of respondents have 3-5 years of experience.
- **Income:** 30% of respondents earn below Rs.10, 000.
- **Industry:** 35% of respondents work in the Integra industry.

Work life balance

- **Work-life balance:** 47% of respondents reported having a good work-life balance.
- **Job satisfaction:** 44% of respondents are satisfied with their jobs.
- **Stress levels:** 45% of respondents reported low stress levels.
- **Overtime:** 47% of respondents work overtime rarely.
- **Leisure time:** 31% of respondents spend a few hours per week on leisure activities.
- **Health:** 32% of respondents rated their health as excellent.
- **Support system:** 56% of respondents have a strong support system.
- **Burnout:** 34% of respondents experience burnout sometimes.
- **Work flexibility:** 47% of respondents have flexible work arrangements.
- **Employee engagement:** 50% of respondents are engaged at work.

SUGGESTION

- Allowing employees to adjust their work schedules can help them better manage their personal and

- professional lives.
- Providing opportunities for remote work can reduce commute time and increase flexibility.
- Offering shorter workdays or longer workweeks can help employees balance work and personal life.
- Create a culture where employees feel comfortable discussing their needs and challenges.
- Implement policies and practices that support work-life balance, such as childcare facilities or wellness programs.
- Offer resources and training on stress management techniques to help employees cope with workplace pressures.
- Promote gender equality in the workplace by encouraging men to share in household responsibilities and childcare.
- Offer resources and support for families, such as childcare or eldercare assistance.
- Encourage women to make time for activities that promote their well-being, such as exercise, hobbies, or relaxation.
- Help women learn to set boundaries between work and personal life to prevent burnout and stress.
- Encourage women to delegate tasks and seek help when needed.

Conclusion

Achieving work-life balance is crucial for the well-being and productivity of working women in the IT sector, and requires a multifaceted approach involving individual strategies, supportive workplace cultures, and strong family support. By implementing the suggested policies and practices, organizations can create a more supportive environment for women to thrive both professionally and personally.

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