

WORK-LIFE BALANCE FOR WORKING WOMEN: A TIGHTROPE WALK

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Abstract:

The topic of achieving a balance between work and personal life has garnered increasing attention. The issue of work-life balance for women is becoming increasingly prominent and widely debated. The presence of family-work conflict and work-family conflict is more likely to have a detrimental impact on the family unit, leading to decreased life satisfaction and more internal conflict within the family. Factors such as family size, kid age, job hours, and social support have an influence on the occurrence of work-family conflict and family work conflict. It is noteworthy to acknowledge the amount of accomplishment achieved by women in both their professional and familial spheres, despite the considerable stress they experience in the workplace. It is important to take into account the implications that these variables have on the psychological discomfort and overall well-being of women in the workforce.

Objective: This study aims to explore various factors contributing to a deeper understanding of work-life balance and the stress experienced by female employees.

Results and Conclusion: The study's conclusions highlighted the need of developing policies for managing work-life balance at the organizational level in light of how it affects employee performance and job satisfaction.

Key words: work-life balance, women, work-family conflict, female employees

INTRODUCTION

In contemporary society, achieving a harmonious balance between professional commitments and personal life has become increasingly pertinent, particularly for women in the workforce. As the participation of women in the labor market continues to rise globally, understanding the intricacies of work-life balance and its implications has become a significant area of research and concern. This introduction seeks to explore the multifaceted nature of work-life balance for working women, drawing insights from prominent scholarly literature in the field.

Work-life balance, defined as "the extent to which an individual is equally engaged in and equally satisfied with his or her work role and family role, in a manner that is compatible with societal and individual values" (Greenhaus & Allen, 2011), encompasses the delicate equilibrium between professional responsibilities and personal well-being. For women, this balance often entails navigating through the demands of both career advancement and familial obligations, which can pose unique challenges due to societal norms and expectations (Byron, 2005).

Research suggests that work-life balance is not merely a personal concern but also has organizational implications. It is increasingly recognized as a crucial factor influencing employee satisfaction, engagement, and performance (Ellen, Shaun, Todd, & Leslie, 2011). Organizations that prioritize and facilitate work-life balance initiatives tend to experience lower turnover rates, higher productivity, and improved employee morale (Allen, Johnson, Kiburz, & Shockley, 2013).

However, achieving work-life balance is not without its complexities. Various factors such as the nature of work, organizational culture, family structure, and societal norms can significantly impact women's experiences in balancing their professional and personal lives. For instance, women may face challenges related to childcare responsibilities, eldercare obligations, career advancement opportunities, and workplace discrimination (Shockley & Allen, 2007).

Moreover, the advent of technology and globalization has blurred the boundaries between work and personal life, leading to increased accessibility and expectations for constant connectivity (Elsbach & Cable, 2012). This phenomenon, often referred to as "work-life blending," presents both

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NAVIGATING WORK-LIFE BALANCE: CHALLENGES AND STRATEGIES FOR WORKING WOMEN IN AHMEDABAD

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ABSTRACT

In today's Ahmedabad, achieving work-life balance is a significant challenge for working women. This paper delves into this complex issue, exploring the disparities they face and the strategies they employ to navigate work and personal commitments. The research investigates the key factors that contribute to the difficulty of achieving balance, such as long working hours, household responsibilities, and societal expectations. It further examines the impact of work-life balance on the well-being of working women in Ahmedabad.

The study employs a descriptive research design and utilizes a self-designed questionnaire to gather data from working women in the city. The research has three primary objectives: to identify the key determinants of why some women struggle more than others to achieve work-life balance, to analyse the effects of work-life balance on their overall well-being, and to explore the correlation between existing work-life balance practices and their sense of well-being.

Through this research, the paper aims to shed light on the experiences of working women in Ahmedabad. By understanding the challenges they face and the strategies they utilize, the research hopes to contribute valuable insights to the existing body of knowledge on work-life balance. Ultimately, the goal is to inspire positive changes in both workplaces and society to create a more supportive environment for working women in Ahmedabad, enabling them to achieve greater well-being and flourish in both their professional and personal lives.

Keywords:

Work-life balance, Working women, Ahmedabad, Gender equality, Well-being

INTRODUCTION

In today's fast-paced and competitive world, achieving a healthy work-life balance has become increasingly challenging, especially for working women. Juggling a career, family responsibilities, and personal commitments can be overwhelming, leading to stress, burnout, and poor physical and mental health. In a city like Ahmedabad, where the demands of work and personal life often collide, navigating work-life balance can be particularly daunting for women who are striving to excel in their careers while also fulfilling their roles as wives, mothers, and caregivers.

Ahmedabad, the largest city in the state of Gujarat, is a bustling metropolis known for its thriving industrial and commercial sectors. With a rapidly growing economy, opportunities for career advancement abound in various industries, from finance and IT to healthcare and education. As more women enter the workforce and pursue their professional goals, they are faced with the formidable task of balancing their professional and personal lives in a city where traditional gender roles and societal expectations can pose additional challenges.

The challenges that working women in Ahmedabad face in achieving work-life balance are diverse and multifaceted. From long working hours and demanding job responsibilities to household chores, childcare, and eldercare responsibilities, women often find themselves pulled in multiple directions, leaving little time for self-care, relaxation, and pursuing personal interests. Moreover, cultural norms and expectations regarding women's roles in the family and society can add to the pressure, making it difficult for women to assert their own needs and priorities.

Despite these challenges, there are strategies and resources available to help working women in Ahmedabad navigate the complexities of work-life balance and lead fulfilling and meaningful lives. By prioritizing self-care, setting boundaries, delegating tasks, seeking support from family members,