

A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES OF PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO TIRUNELVELI CORPORATION

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ABSTRACT

Career and goals are the most important factors in life. Most of the women are coming forward to work in order to support their family. This change is now natural and dynamic due to change of environment and economic conditions. The biggest challenge for women is how to balance the demands of family and career. The literature identifies the various aspects such as career advancement, work stress, work, family conflict and family work conflict, Childcare in context with work life Balance and its practices. This paper reveals the overview of the various challenges and issues faced by women employees to achieve WLB. The sources referred in this paper included various journals, reports, internet sides, and the details have been given in the reference section.

Keywords: Work life balance, Women employee, Career.

INTRODUCTION

Work life balance of women employees has become an important subject since the women are equally sharing the earning responsibility for the betterment of their family. Women are getting into jobs and they continue to work even after marriage. A married women has more responsibility than man in taking care of young children and family. The working women efficiently overcome difficult situations by their commitment and

perseverance. The participation of women in income generation activities lends them to satisfy their home needs to a greatest extent.

REVIEW OF LITERATURE

Shanthi & Sundar (2012) explored in their study the aspects that is likely to measure the level of satisfaction as perceived by the women respondent employees on the varied determinants of work life balance, to identify the major factors that influence the work life balance among various categories of women employees in IT industry and to measure the overall work life balance of women employees irrespective of cadres. Historic 1st ever Conference of the Women officer members of State Bank of India Officers' Association (Hyderabad Circle) held in a Grand style on 13th March 2011 at Hotel Sitara, Hyderabad, in her inaugural address, the Chief Guest Smt. Mahpara Ali while congratulating all the participants advised the women workers on the Work Life a balance. Shri.T.S. Krishna Swamy, General manager NW-II, felt that women having chosen the career as Bank Officer and decide to accept higher responsibility, high stress, burden of work, accountability and more risks, should maintain Work Life balance and plan their career to grow higher up in the ladder.

Lalitha Kumari (2012) in her study emphasized that each of the work life balance factors on its own is a salient predictor of job satisfaction and there is a significant gap between male and female respondents with the job satisfaction with reference to various factors of work life balance. The result of the study had practical significance for human resource managers of especially banks to improve staff commitments and productivity along with designing recruitment and retention employees. The study of Sundar, Sundararaj, Ashok Kumar (2011), indicated that despite job security and strong welfare measures protection in private sector banks and opportunity for qualification up gradation by women employees it is the fear of promotion that keeps the women folk to continue to languish in lower cadres but the plight of women folk in new generation banks is different in that they do not have job security and their pay is performance linked. The study revealed the fact that women executives in private sector banks are found to be more knowledgeable about the work, maintain a cordial relationship with customers and have a positive attitude towards the work.

STATEMENT OF THE PROBLEM

Working women have rich experience of the world, learn and communicate all these advantages to their spouse and children. But they may not have time and energy to share with their spouse and children. Working outside the home gives a sense of achievement and a sense of fulfillment. But the real danger is that their primary role in the home may suffer. No proper support as from spouse as well as children. Career aspects in the may provide extra enthusiasm and motivation to work hard. This being the virtual fact, the present study on work life balance women employees of private sector banks with special reference ton Tirunelveli Corporation.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of private sector bank women employees in Tirunelveli Corporation
2. To identify the Challenges that Private banking sector women employees to balance their work and life Tirunelveli corporation.

METHODOLOGY AND RESEARCH DESIGN

The paper as carried out on the basis of primary and secondary data. An effort will make to collect the actual response about “work life balance – with special reference to women Employees”. The primary data, for this purpose of structured questionnaire was developed to collect the responses from the women employees working in banks. And the secondary data was collected from Literature reports, statistical figures and such other data are collected from books, journals, magazines and other published data. Websites are also visited to collect the secondary data. Simple Random Sampling Technique would be used in order to collect the primary data. Samples were been taken both from women employees in private sector banks with special reference to Tirunelveli corporation.

Data used

In this study both the primary and secondary data have been used.

Collection of data

The primary data were collected through questionnaires method of data collection. The secondary data were collected from the published and unpublished records.

SAMPLING DESIGN

The researcher has selected 60 sample respondents in Tirunelveli Corporation based on simple random sampling methods where respondents are selected because of the convenient accessibility and proximity to the researcher. The respondents were selected from the population in Random.

TOOLS OF ANALYSIS

The collected data were tabulated and a few statistical tools is used to analyze and to draw inferences from the collected data. Percentage analysis, Garrett Ranking techniques and ONE WAY ANOVA were used to analyze and interpret the data.

LIMITATIONS OF THE STUDY

- ❖ A selected women employee of private banks in Tirunelveli corporation was conducted primary data. It were very difficult to get back the filled up questionnaire.
- ❖ The study area is confined to Tirunelveli corporation only. Therefore while generalizing the results the care is to be taken into account.

ANALYSIS AND INTERPRETATION OF DATA

It is descriptive research. Primary data was collected with the help of structure questionnaire in private bank in Tirunelveli Corporation. A total of 60 respondents were taken to carry out this research. The researcher adopted simple random sampling method for the research. Using statistical package for social science various tools like ONE WAY ANOVA were administered. Based on the test results some of the findings were derived.

AGE OF THE RESPONDENTS

Age plays a vital role in the perception of employees. For the purpose of this study, the employees of Private sector banks are considered as target respondents. Since the perception of respondents varies from one age group to another, the respondents have been categorised into four groups as present in table

AGE WISE CLASSIFICATION OF THE RESPONDENTS

TABLE 1

S. No	Age	No. of Respondents	Percentage
1	Below 30 years	18	30.0
2	31-40 years	12	20.0
3	41-50 years	14	23.0
4	Above 50 years	16	26.0
Total		60	100.0

Sources: Primary Data

From the above table 1, it is found that 30% of the respondents come under the age group of Below 30 year age group. 26% of the respondents come under the age group of below Above 50 years. 23% of the respondents come under 41-50 years of age group and remaining 20 % of the respondents come under the age group of above 31-40 years.

EDUCATION QUALIFICATION OF THE RESPONDENTS

TABLE 2

S. No	Education	No. of Respondents	Percentage
1	Under graduates	34	56.0
2	Post graduates	15	26.0
3	Diploma	11	18.0
Total		60	100.0

Source: Primary data

From the above table 3, it is evident that, 56% of have completed Under graduate whereas private sector banks, 26% of have completed Post graduate and remaining 18% have completed Diploma are highly working in private sector banks.

DESIGNATION OF THE RESPONDENTS TABLE 3

Sl. No	Designation	Private sector Banks	Percentage
1.	Manager	9	15.0
2.	Assistant Manager	10	17.0
3.	Clerical Staff	12	20.0
4.	Single window operator	14	23.0
5.	Messenger	15	25.0
Total		60	100

Source: Primary data

From the above table it is clear that, 25% of the respondents are come under the category of Messenger, 23% of the respondents are come under the category of Single window operator, 20% of the respondents are come under the category of Clerical staff, 17% of the respondents are come under the category of Assistant manager and remaining 15% of the respondents are come under the category of Manager.

MARITAL STATUS OF THE RESPONDENTS**TABLE 4**

S. No	Marital status	No. of Respondents	Percentage
1	Married	37	61.0
2	Unmarried	23	39.0
Total		60	100.0

Source: Primary data

From the above table 4 it is clear that 37% of the respondents are come under Married and remaining 23% of the respondents are come under Unmarried.

MONTHLY EARNINGS OF THE RESPONDENTS**TABLE 5**

Sl. No	Designation	Private sector Banks	Percentage
1.	Below Rs. 15,000	22	36.0
2.	Rs.15000- Rs.20,000	14	24.0
3.	Rs.20000-Rs.25,000	14	24.0
4.	Above Rs.25,000	10	16
Total		60	100

Source: Primary data

From the above table 5 it is clear that, 36% who are earning monthly income Below Rs. 15,000, 24% of the respondents are earning monthly income Rs.15000-Rs.20,000 and Rs.20000- Rs.25,000 and remaining 16% of the respondents are earning monthly income Above Rs. 25,000.

FAMILY AND WORKING HOURS OF THE RESPONDENTS

TABLE-4

ONE WAY ANOVA

To analyze whether there is any significance difference in affected the family and working hours of the respondents, the following hypotheses are framed and ANOVA test is applied.

H_0 : There is no association between the affected family and working hours of the respondents.

Particular	Sum of Squares	Df	Mean Square	F	Sig	Results
Between groups	4.606	18	.456	3.325	0.51	Significant
Within groups	3.950	42	.243			
Total	8.556	60				

The above table reveals that, the calculated F value (3.325) is greater than the table value at 5% level of significance. Therefore the hypothesis is accepted. Hence there is association between the affected family and working hours of the respondents.

FINDINGS OF THE STUDY

- ❖ It is evident that 30% of the respondents are come under Below 30 years of age.
- ❖ It is revealed that 56% of the respondents are Under graduates
- ❖ It is clear that 25% of the respondents are Messenger
- ❖ It is identified that in private sector banks majority of 36% of the respondents are monthly income of Below Rs.15,000
- ❖ It is clear that, F value (3.325) is greater than the table value at 5% level of significance. Therefore the hypothesis is accepted.

SUGGESTIONS OF THE STUDY

- ❖ Each bank has to create a link between work pressure, change of job and WLB programs for job satisfaction by preparing job descriptions and specifications , deciding terms and conditions of WLB policies inside and outside the banks and should take necessary measurements as well.
- ❖ The banks are advised to establish a work life balance cell at their branches in order to analyze the level of their employees' expectations and perception on the work life balance concept. Then only they can ensure well-being of their employees and try to maximize the employees' satisfaction.
- ❖ Since the banks are facing high competition in the banking industry, in order to increase the productivity and morale of the employees the banking authorities are advised to focus on the main key dimensions of work life balance.

CONCLUSION

Women workforce is increasing and their contribution to the private banking sectors to also considered being valuable. It is very necessary for the banking sectors to acknowledge women employee by providing more appropriate work-life balance measures for them. Striking a healthy work-life balance is imperative for all the employees irrespective of the type of bank to which they belong. It is joint responsibility of the employer and the employee to ensure strong work-life balance that can bring in best results to the banking sectors as well as employee.

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