

A Study on Work Life Balance of Self Employed Women Entrepreneurs in Mangaluru City

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Abstract

Increasing presence of women in economic pursuits like entrepreneurship activities is believed to be the result of development policies. This belief ignores the role of socioeconomic factors in the growth and development of women entrepreneurship. Many women entered the world of business and they have become successful entrepreneurs in various business activities. Women entrepreneurs in Dakshina Kannada district have set up business ventures in a range of industries. The study has been conducted to know the extent of problems faced in managing work and life by women entrepreneurs. Majority of the respondents started their business or service to become independent and to meet the financial needs of their family. From the study it has to be found that majority of the women find it difficult to manage their work and family and they are trying to overcome these difficulties by time management and with the help of their family members.

Key Words: Women, Entrepreneurs, Work-life balance, Time management.

Introduction

The emergence of entrepreneurs in a society depends to a great extent on the economic, social, religious, cultural and psychological factors prevailing in the society. Women entrepreneurs include anyone who is engaged in some sort of income generation activity. During 1970s a number of research studies highlighted how women were being marginalised in spite of overall economic prosperity of the country. Today, in the field of entrepreneurship, we observe that a number of women have been able to reach similar heights like that of men. These women entrepreneurs are assertive, persuasive and willing to take risks. This naturally gives an

impression that women have been able to contribute to the growth and development of the economy, by themselves being an engine of growth in their capacity as entrepreneurs. In Dakshina Kannada some women entrepreneurs running business and some others are aspiring to start their own ventures. Some had been doing business in the arecanut processing industry, herbal products, teaching classical dance and managing coaching institute. To be a woman entrepreneur meant everyday is a challenge but if one had the conviction, it can be a success stated by one of the women entrepreneur. Women from the past have been actively associated with the development of their families and this is a trend seen from a distance past.

Literature Review

Chassinot al. (1985) found three types of conflicts in their research on a sample of 83 dual worker couples with pre-school children. The types of conflicts they faced can be described as the conflict between demands of multiple roles, conflict between role expectations of self and spouse and conflict created by lack of congruence between expectation and reality of roles. The authors stated that self-role congruence in women leads to better mental health.

Kandlet al. (1985) studied the nature of specific strains and stresses among married women in their marital, occupational and house work roles. They found that strains and stresses are lower in family roles than in occupational and household roles among the married women. These have more severe consequences for the psychological well-being of women than occupational strains and stresses. Strains predicted distress through role -specific stress, with strains deriving from contribution of role-specific stress.

Schwartz (1989) found that women make career decisions, work extra hours, make sacrifices in their personal lives and utilise every opportunity for the sake of professional development. Professional success requires women to remain single or childless; if they do have children, they need to be happy for others to satisfy them

Khairunneezam Mohd.Noor (2011) study examined the relationship between perceived work - life balance satisfaction of academics in Malaysian public higher education institutions and their intentions to leave the organisation. The results indicated that perceived work-life balance satisfaction was correlated negatively with intention to leave the organisation among academics. The results of the simple mediation analysis indicate that job satisfaction and organisational

commitment are partial mediators for the relationship between work-life balance and intention to leave.

Rincy V. Mathew and N. Panchanatham (2011) the major objective of the study was to develop and validate an appropriate tool to illustrate the work-life balance (WLB) issues faced by women entrepreneurs of South India. This study revealed that role overload, dependent care issues, quality of health, problems in time management and lack of proper social support are the major factors influencing the WLB of women entrepreneurs in India

Objectives

The basic objectives of this research paper are as follows:

1. To understand the factors influencing women to become an entrepreneur.
2. To know the financial problems faced by women entrepreneur.
3. To study the managing capacity of women entrepreneur during the peak season of work.
4. To understand the problems faced by women entrepreneur in work life balancing.

Methodology

Sources of data

Data are facts, figures and other relevant materials, past and present serving as bases for an analysis. The data serves as bases for analysis and interpretation. The data has been gathered through a survey and collected through structured questionnaires.

- a. Primary data:** Questionnaire method - Primary data are original sources from which the researcher directly collects data that have not been previously collected. In this study the primary data has been collected through questionnaire. A questionnaire consists of set of questions presented and personal attention given to respondents for their answers. The questionnaire must be simple, direct, unbiased wording and should be pretested with a sample of respondents before it is used.
- b. Secondary data:** Is obtained from Journals, research Articles and magazines and information from several websites.

Sampling

a. Sampling Unit: The sampling unit for the study women entrepreneurs of Mangaluru city.

b. Geographical location: The area where the study has been undertaken is Mangaluru city.

Sample Size: The sample size taken for the study is 30 women entrepreneurs.

d. Sampling Method-Non probability method: Here Judgment method is used in which the population elements are purposively selected based on the judgment of the researcher.

Data Analysis

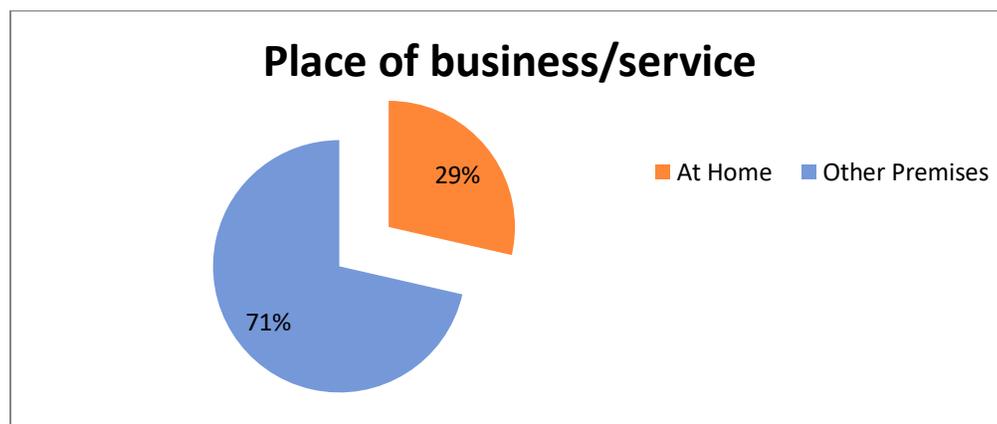
The data collected is analyzed with the help of statistical tools and presented in the form of Charts.

Limitations

- a) There was shortage of time as the research was conducted within 1 month;
- b) Sample size taken for conducting research is small that is 30 women entrepreneurs;
- c) Scope of research is restricted to a small area i.e. Mangaluru city and respondents are the women entrepreneurs only.
- d) Some of the respondents were reluctant to give certain information while answering the questions.

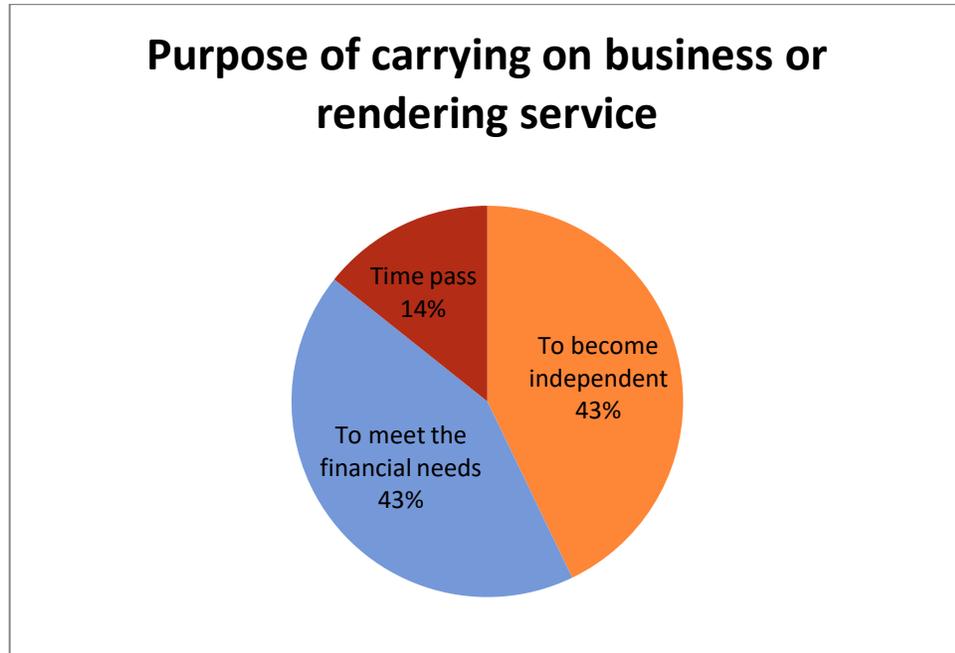
Data Analysis and Interpretation

1. Chart showing Distribution of Respondents based on the place of their business:



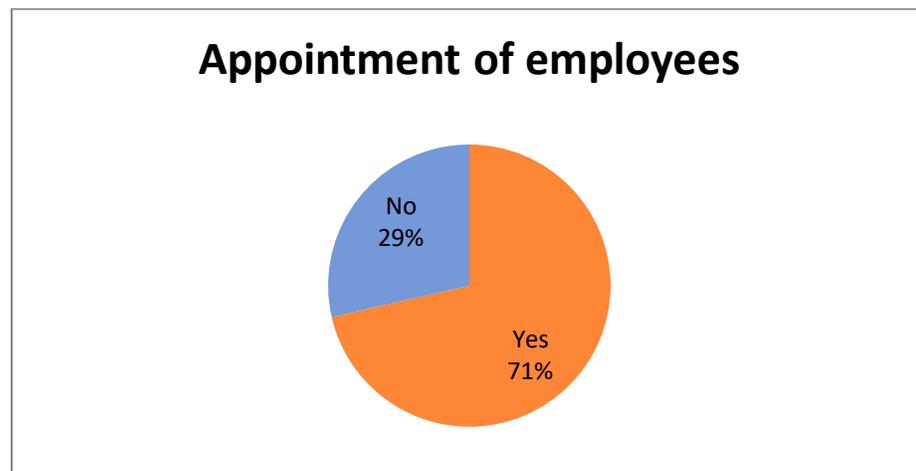
Interpretation: 29% of the respondents carrying their business/service at home and 71% at other premises which are either self owned or rented.

2. Chart showing Distribution of Respondents based on the purpose of carrying on their business/rendering service



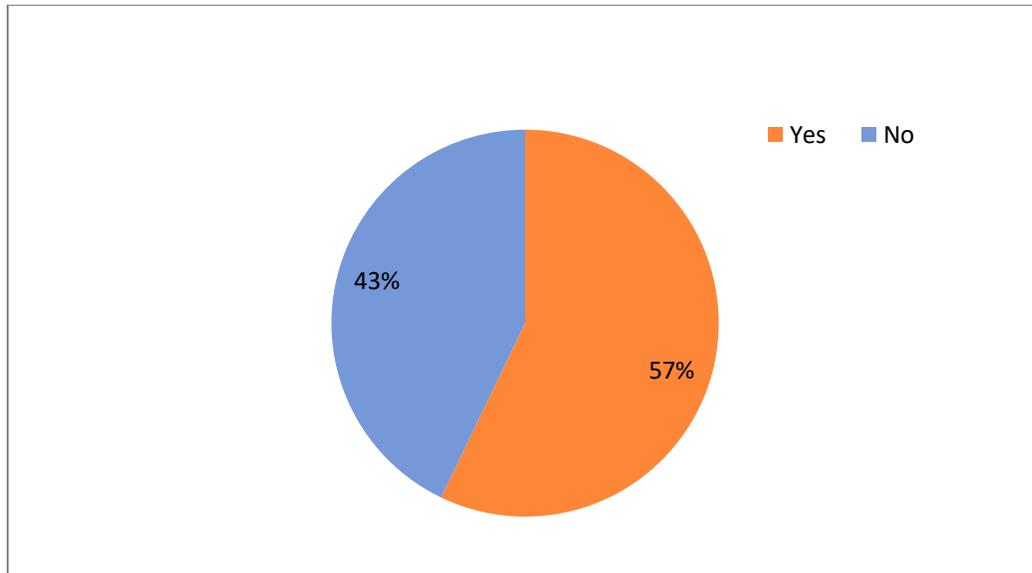
Interpretation: 43% of the respondents started their business/service to become independent, 43% to meet the financial needs, 14% of the respondents for time pass.

3. Chart showing Distribution of Respondents based on the appointment of employees for their business



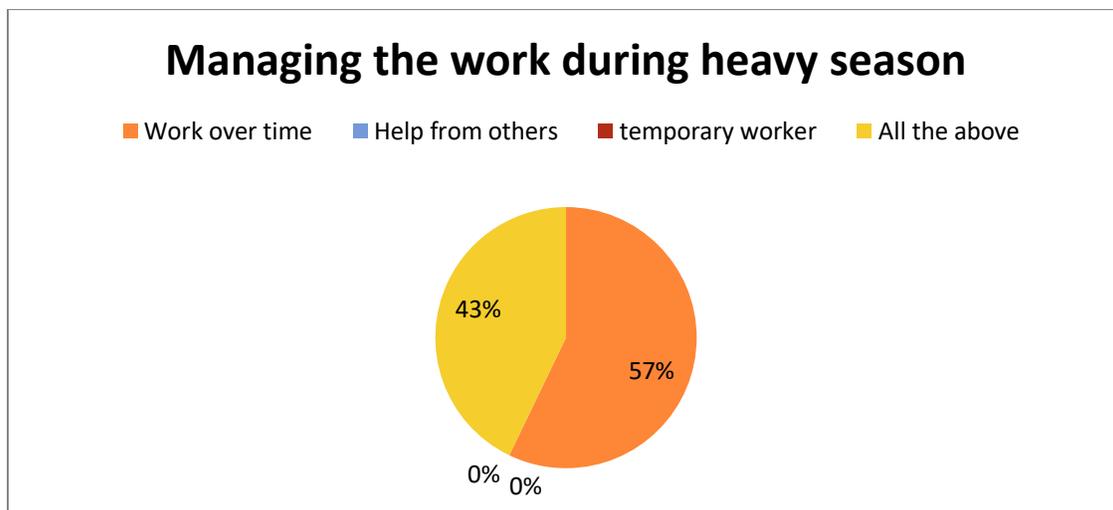
Interpretation: 71% of the respondents appointed employees to run their business/ service.

4. Chart showing Distribution of Respondents who found it difficult in managing their home during heavy season



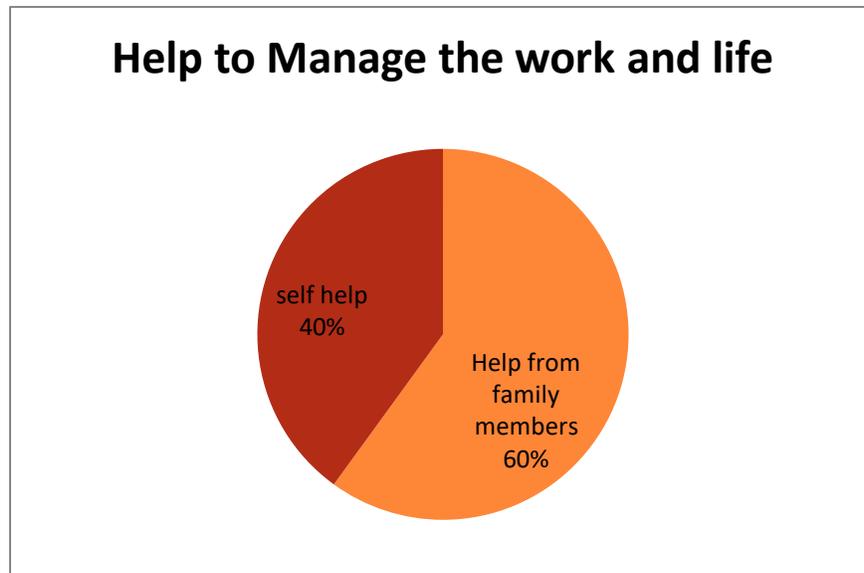
Interpretation: 57% of the respondents find it difficult and 43% of respondents did not find any difficulty in managing their home and work during heavy season.

5. Chart showing Distribution of Respondents based on the management of their work during heavy season



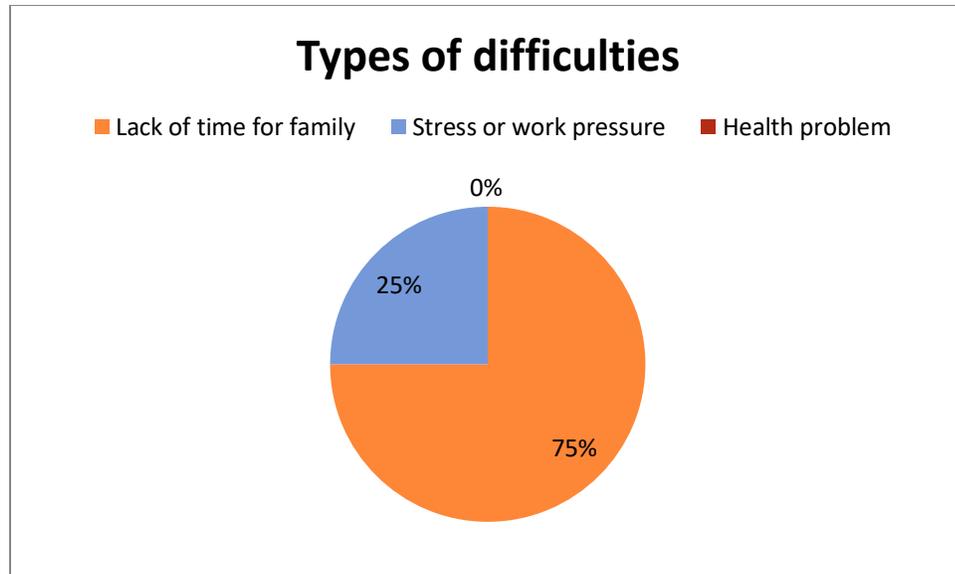
Interpretation: 57% of respondents work over time, 43% of respondents takes help from others and none of the respondents appoint temporary worker during heavy seasons.

6. Chart showing Distribution of Respondents based on the help taken to manage their work and life:



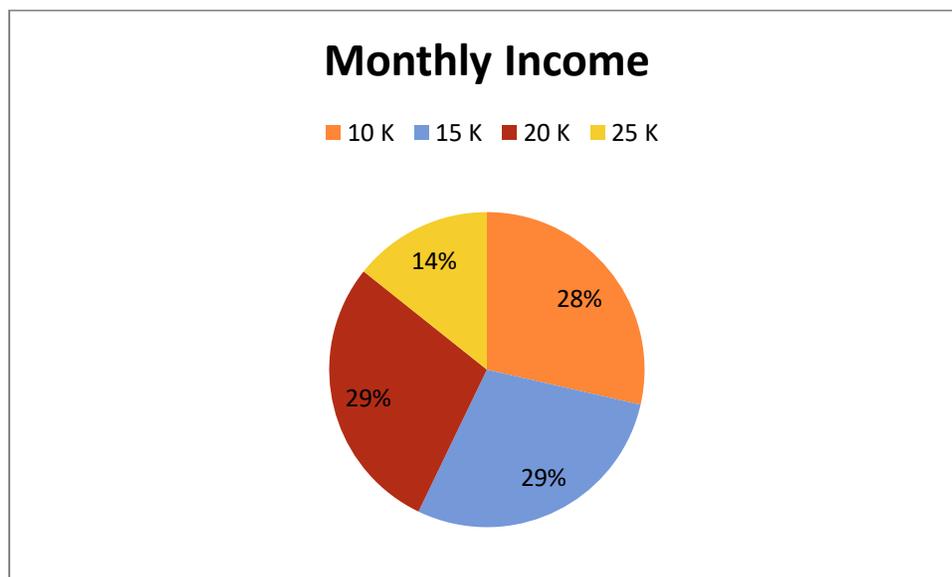
Interpretation: 60% of the respondents take help from their family members to manage their work and life and 40% of respondents manage themselves.

7. Chart showing Distribution of Respondents based on types difficulty in managing their home during heavy season



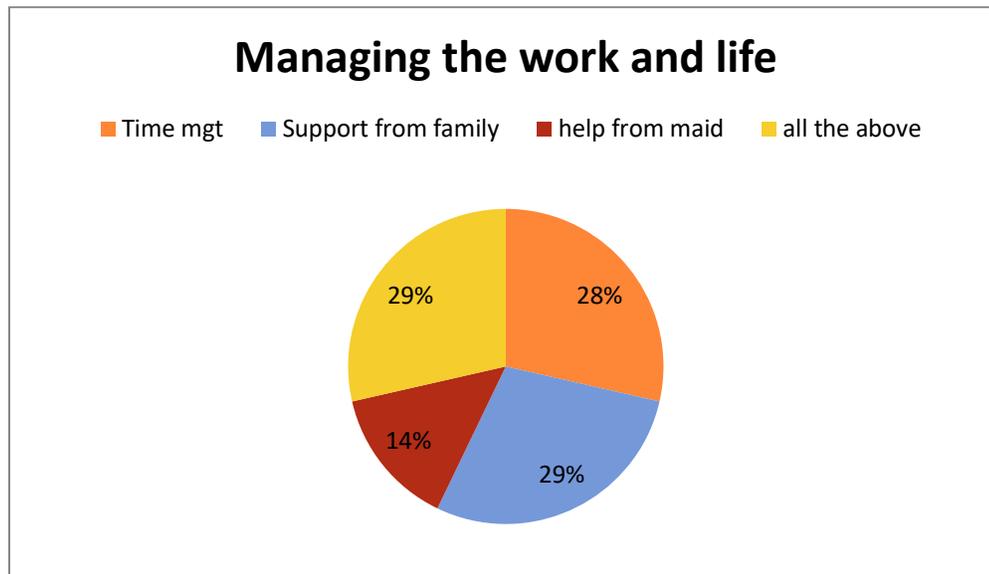
Interpretation: 75% of the respondents had lack of time for family and 25% of the respondents had stress or work pressure during heavy season.

8. Chart showing Distribution of Respondents based on monthly income from their business/service:



Interpretation: 28% of the respondents earning monthly income of Rs. 10,000; 29% of the respondents earn Rs.15,000; 29% of the respondents earn Rs.20,000 and 14% of the respondents earn Rs.25,000.

9. Chart showing Distribution of Respondents based on managing the work and life



Interpretation: 28% of the respondents managing their work and life by time management; 29% by the support from family; 14% by the help from maid; and 29% by the help of all the three.

Major Findings of the study

The following are the findings which are found from the study undertaken:

1. Majority of the respondents work on all seven days of the week.
2. 100% of the Respondents, who have not appointed employees, will manage themselves.
3. Majority of the respondents carry on their business at other premises which are either self owned or rented. Only some 29% of the respondents carrying their business/service at home.
4. Majority of the respondents started their business/service to become independent and to meet the financial needs, only 14% of the respondents for pass time.
5. During heavy season of work, 57% of respondents work over time, 43% of respondents take help from others.
6. Majority (i.e. 57%) of the respondents find it difficult in managing their home and work during heavy season.

7. Majority (i.e. 60%) of the respondents takes help from their family members to manage their work and life and 40% of respondents manage themselves.
8. 75% of the respondents had lack of time for family and 25% of the respondents had stress or work pressure during heavy season.
9. 28% of the respondents earning monthly income of Rs. 10,000; 29% of the respondents earn Rs.15,000; 29% of the respondents earn Rs.20,000 and 14% of the respondents earn Rs.25,000.
10. 28% of the respondents managing their work and life by time management; 29% by the support from family; 14% by the help from maid; and 29% by the help of all the three.

Suggestions

During the study, the following suggestions were provided by the respondents for the development and encouragement of women entrepreneurship in Mangaluru city.

1. Some of the women entrepreneurs suggested that it is better to work independently instead of working under the stress and pressure of others.
2. Young women should become self employed and independent by taking risks and challenges of entrepreneur.
3. Self employed women should learn to manage time for their family as well as for work.
4. They have to work by themselves by self sacrifice and confidence.
5. Women should not depend on others for their work and financial needs.

Conclusions

Today, in the field of entrepreneurship, we observe that a number of women have been able to reach similar heights like that of men. This naturally gives an impression that women have been able to contribute to the growth and development of the economy, by themselves being an engine of growth in their capacity as entrepreneurs. In the study it is found that majority of the respondents started their business/service to become independent and to meet the financial needs. For work-life balance, the majority of the respondents managing the time and taking the support of family members, and only some of the respondents takes the help of maid.

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