ABSTRACT:
This paper is intended to bring out the deep insights of Work Life Balance with special reference to women. The older days of Men are to work and Women are to take care of household activities are no more existing. Now both men and women have to work for the better survival of the family and children. This paper gives an exclusive focus on Working Women as they are the persons who need to balance their work life without life. Also, it gives an insight of the role of employers and the measures they need to take for the protection of Women’s rights.

KEYWORDS: Working Women, Work-Life, Work-Life Balance, Women’s rights,

INTRODUCTION:
Work is part of life but work is not the only life. One should understand this clearly which makes them happy. May it be Man or Woman, they should spend some quality life with family, friends and children. This will help in the growth of the person on his own and also in the society. The life of the person is linked with the society. No one can live individually without the support of other person may it be spouse or son or daughter or friend or relation or a stranger but every time a person need the support of the other. Here comes the concept of Work – Life Balance. This paper gives the step by step research conducted on this issue and the initiatives taken by the employer for the welfare of the employee on a special reference to women.

Work and family research in India
As compared to work-family research in developed countries that has evolved in a distinct cross-disciplinary field of inquiry, in India it has followed two separate and disconnected paths, focus on underprivileged women that has discussed structures of patriarchy and their contribution to subordination of women at work and home and psychosocial research conducted largely from a role theory perspective that has examined work-family relations within urban settings. There has been little cross-pollination between these two streams and limited focus has been maintained on the role of the organizations.

Trends in work-family research in India
Decade of the 1970s. The first fillip to work and family research within the Indian context came during the mid-1970s. Events such as the declaration of 1975 as International Women’s Year and the 1970s as the Women’s Decade led to establishing women’s studies centers across the country to release the first ever Report of the Committee on the Status of Women in India (Government of India, 1974). This report officially recorded the subordination of women by summarizing statistics of imbalanced child and adult sex ratios, in order to engage the government in women’s empowerment and development. Psychosocial studies that focussed upon work and family roles of urban working
women in India were conducted. Since working women were new to the Indian society during this decade, a majority of these studies were concerned with the status of and perceptions toward working women, stresses of balancing work and home duties and its impact on the psychological well-being of women.

**Mid 1980s-1990s.** The next decade addressed the deficiency of male respondents in work and family studies. As the number of urban educated women who were still committed to being married increased, there was also a corresponding increase in the number of working couples in urban areas. Hence a slew of studies focussed upon working couples and explored gender differences in attitudes toward enactment of work and family roles. Some studies also included perspectives of underprivileged segments of the Indian society, such as Dalit women.

**Mid-1990s onwards.** This decade was marked by the liberalization of the Indian economy. Studies also expanded their focus to examining the impact of globalization on female workforce participation. Research from a psychosocial perspective continued its examination of gender differences in work and family roles. Given a small but noticeable presence of women in professional and high-status jobs, studies also began to distinguish between career and job-oriented women and discussing the possibility of transitioning men’s roles.

**Between 1995 and 2000,** information technology-enabled services (ITES), call centers and software sector boomed in India. Many organizations consequently adopted work practices from the west. Workplaces began to offer services traditionally associated with the family and non-work domain within their premises such as gymnasiums, day care facilities, laundry facilities, canteen facilities, even futons to sleep on if you felt like a nap. Although the IT sector was meant to enable working women to balance work and family responsibilities, in reality, IT organizations ended up neglecting family time. As the motivation to offer family friendly measures was more to imitate what was done in the developed world, anumber of incentives offered were pared down during economically difficult times. Research on work and family during the mid-1990s and beyond, broadly followed the course of the previous two decades. Women’s studies have focussed upon influencing policy change through state interventions. Psychologists, on the other hand, have offered solutions at an individual level. There have therefore been fewer interventions at an organizational level.

**Status of Women in India today:**

The status of women in India has witnessed many changes over its long history, while in ancient India women enjoyed many freedoms, in its more recent history, they were relegated to a lower status than males in practically all spheres of life. Hindu widows were especially relegated to lowest status. Such norms led to a low gender egalitarian culture. As with respect to ease, the government has attempted to correct social imbalances with women through a system of “reservations”. The recently passed Women’s Reservation Bill of 2010 ensures a 33% reservation to women in Parliament and state legislative bodies. India’s sex ratio is heavily skewed in favour of men. There is also a huge gender gap in education. Unfortunately, there is also a leak in the pipeline for women when it comes to translating educational qualifications into experiences and career, due to India’s traditional social and cultural traditions. The percentage of women in the organized sector has increased according to the latest census figures. This increase is likely to boost dual – income families. In summary, attitudes toward work and family roles can vary significantly for women with varying levels of education and income in the country. Although the employment and status of women has been changing but this is at a slow rate. Men are expected to protect and honour women in their family as a way of maintaining caste purity.
Reasons why Women are more focused in Work – Life Balance issues:

Women in general carry less physical and mental abilities compared to a man. However, with respect to Work Life Balance, Women and Men – both should balance their various roles. Being a woman itself poses a great challenge in a Male dominated society. They are not equally treated with men. As per the Indian traditions, Men are to work and Women are to take care of family, children and other house-hold activities. All these factors put a break in the growth of working women.

- **Lack of education:** Women in India are lagging far behind in the field of education. Most of the women are illiterates. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage and partly due to poverty. Thus, women still remain in the dark and unaware of the development of new technology, new methods of production, Governmental support etc.

- **Finance problems:** If a woman wants to start any kind of business, the kind of financial support that she gets is no way related to what a man in such situation gets. Simply, that woman can’t take much risk and much pressure on their shoulders.

- **Low risk bearing capacity:** The women in India are by nature shy, weak and mild. They cannot bear the amount risk which is essential for facing the problems in work area. Lack of education, training and financial support from outsides also reduce their ability to bear the risk involved in work place.

- **Tough Competition:** Women face a tough competition with men especially in the fields of Bus conductors, manufacturing, IT job in US shifts, teaching. Once women start climbing up the hierarchical ladder of an organization, males in the below hierarchical group give tough competition.

- **Limited mobility:** Women find it difficult to travel often. Women mobility in India is highly limited and has become a problem due to traditional values.

- **Multiple roles:** Working women has to play different roles in the society and need to adjust their mind set accordingly. She should fulfil all the roles with same energy and charm. The picture given below gives the idea on women’s multiple roles in the society.

1. House keeping
2. Creative Employee/ Employer
3. Caretaker of dependants
4. Mother
5. Spouse
6. Daughter
7. Own/ personal health management
8. Social expectation duties
9. Risk taking innovator
10. Advisor for family decisions

Work – Life initiatives:

1. **Gender equality:** It might not be considered as a perfect work – life balance initiative, it appears to be a common thrust among few MNCs as programs supporting the career development of women under the broad umbrella of work – life benefits and diversity initiatives. Here diversity refers to gender only and nothing else.

2. **Flexibility:** Economic growth in India is largely in urban areas where public infrastructure is under great strain. Providing flexibility in terms of when and where work is conducted can reduce employee stress and temporary work breakages and also encourages a higher productivity. As challenge with implementing this initiative is that in many smaller towns and cities in India, power interruptions are common, hence the idea of logging from home for a definitive period of time could prove to be difficult. In addition, many middle class employees
working in urban centers often live in cramped accommodations. Those with several family members, such as elder parents and children, may not be able to afford dedicated office space at home.

3. Stress reduction: Young people in IT and ITES sectors are facing severe stress in the work. Thus, stress reduction programs like creating communal, casual spaces for chatting, listening to music or getting a cup of tea or coffee with friends are implemented. Few companies offer other facilities like gym, swimming pool, fitness centres, eatables and cool drinks etc.

4. Health awareness: 10K, 15K runs has become a common initiative for most of the companies. Hence, increasing health awareness can be beneficial to Indian employees in the long run.

5. Child Care: Few organizations in India have begun to offer child care facilities or child care subsidies. Partnering with local child care providers to develop quality standards and performance guarantees on behalf of employees would clearly be an important step because of challenges of finding an appropriate and reasonable priced renting space at the workplace for a child care facility.

**Key strengths of Indian women:**

As a Woman has the strength in handling many tasks, she is able to tackle all the roles played by her smoothly. The various initiatives taken by the employer or by the government for the betterment of Women’s Work-life falls on one hand while the major contribution on how a woman balances her Work life is on other hand i.e. due to her inner strength.

- Ability to network with colleagues
- Ability to perceive and understand situations
- Strong sense of dedication, loyalty and commitment to their organizations
- Ability to multitask
- Collaborative work style – solicit input from others, w
- Crisis management skills
- Willingness to share information (interactive leadership style)
- Sensitivity in relationships (e.g., compassionate, empathetic, understanding)
- Behaving in a gender – neutral manner

**RECOMMENDATIONS FOR INDIAN ORGANIZATIONS**

As cultural mores change and Indian society more broadly supports Indian women in managerial positions, organizations need to be more open and make appropriate changes in their workplace. From the Indian research study Women in Management in the New Economic Environment: the Case of India, the following are recommendations for Indian organizations to promote a supportive workplace for women.

- Develop policies that create a women-friendly workplace environment.
- Establish training programs for women, such as mentorships, career guidance and leadership development.
- Promote awareness initiatives that highlight the value of women managers.
- Elicit input from women employees regarding policies, promotion and performance review processes.
- Make accommodations for women in areas such as need-based postings. That is, as done in civil services, have a policy to post both spouses to the same district or state.
- Have a true commitment to hire and promote women and include women in the annual business strategy.
CONCLUSION
Work life balance programmes create win – win situation for employees as well as employer. With the increasing purchase power, the scenario of home based women is moving to working women. To survive, both husband and wife need to work to lead a happy life. Keeping this in mind, every employer needs to take steps to protect the women’s basic rights. Most important is their security and health.

REFERENCES