

Women entrepreneur: family and work life balance

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Abstract: The present study is concerned with the family and work life balance among women entrepreneur of Ahmadabad & Baroda region of Gujarat. 50 samples were selected for the study and its study Importance of Women Entrepreneurship with reference to family and work life balance. Women perform an important role in building the real backbone of nation's economy. There is considerable entrepreneurial talent among women. Many women are having domestic skills such as time management and household budgeting are directly transferable in the business context. Women have the ability to balance different tasks and priorities and tend to find satisfaction and success.

Keywords: women, entrepreneur, family, work, life, balance

INTRODUCTION

In India, women were given equal status since the Vedic time. We have instances of many women, who were no less than their male counterparts, in any respect. During the middle Ages, when India was subjected to foreign invasions and rural, the situation changed drastically. Up to the eighteenth century, there were some ray of hope but the nineteenth century became the darkest period for women[1-2]. The evils of Parada-system, child-marriage, female-infanticide and male-chauvinism put them behind the four walls of home and destroyed completely all prospects of their education and knowledge[3]. Sati-pratha did not grant women even the right to live after the death of her husband.

In today's world where milieus and priorities are changing fast, entrepreneurial endeavor has gained sanctions. Many have braved themselves to take risks as entrepreneurs and proved them successful. In this enterprising sphere, women are nowhere behind men. Education of woman laid the foundation for the emancipation and empowerment of women. Without education and awareness, the right and preferences, given to them, are redundant and just paper-work. The awareness of the rights and women's stand in the society, have freed from some off the subversive bondages.

Work and family life balance

Composition of work and family life spheres has significantly changed over a period of time[4]. Today's working male and female face a broad set of

daily challenges which many times create imbalance between their working life and personal/family life. Lack of work-life balance thus influences working individual's performance at workplace as well as in personal life[4-6]. In the current economic scenario, organizations are hard pressed for higher productivity and can face the recessionary challenges better if their employees are more engaged with work and workplace. Organizations, more than ever, need employees with improved work-life balance. An employee with better work-life balance will contribute more meaningfully towards the organizational growth and success[7].

Following section of the paper presents a detailed analysis of the changing composition of work and family life spheres. In the later section of this paper, a detailed analysis of different work-life balance theories and benefits of work-life balance initiatives is presented in this paper to justify further promotion of work-life balance programmes at organizational level.

The objectives of the study are

- To study Women Entrepreneurs family and work life balance.
- To assess profile of the women entrepreneurs.
- To find out entrepreneurs aspects among women entrepreneurs.
- To find out family and work life balance among women entrepreneurs.

METHODOLOGY

The present study is concerned with the family and work life balance among women entrepreneurs.

This study is based on the primary data collected in 2013-2014 from two region of Gujarat. Research design is exploratory cum descriptive in nature and 50 samples were selected by using simple random sampling method

Tool for data collection

The researcher has used Interview schedule for data collection. The researcher had prepared structure interview schedule and information had been collected through it by dividing schedule into two sections.

- 1 Profile of women entrepreneurs
- 2 Family and work life balances

Work – Life Balance

Balance between work and personal life was defined by the Irish National Framework Committee for Work/life Balance Policy as “a balance between an individual’s work and their life outside work”. The principle at stake here is that work should be healthy and should leave time and energy to pursue interests outside work[7]. Such “interests outside work” include extended personal responsibilities as child or elder care and the need to fulfil certain societal obligations, travel, study or even engaging in leisure activities.

RESULTS OF DATA ANALYSIS

Table-1: Showing whether respondents get enough time for household work or not.

Serial No	Response	Frequency	Percentage
1	Yes	07	14 %
2	No	43	86 %
Total		50	100 %

From the above table it can be seen that,86% (n=43) of the respondents do not get enough time for household work because of business.14% (n=07) of the respondents get enough time for household work.

So, it can be concluded that majority of the respondents i.e. 86% do not get enough time for household work.

Table-2: showing the reasons for dissatisfaction for present management of household work.

Serial No	Response	Frequency	Percentage
1	Lack of time	20	40%
2	Lack of family support	14	28 %
3	Lack of resources	10	20 %
Total		44	100 %

From the above table it can be seen that, 40% (n=20)of the respondents have provided the reason of lack of time for their dissatisfaction with their present management of their household work, 28% (n=14) of

the respondents have provided the reason of lack of family, support for their dissatisfaction with their present management of their household work, 20% (n=10) of the respondents have provided the reason of lack of resources for their present management of their household work.

Thus, it can be analyzed that majority of the respondents i.e. 44% have provided the reason of lack of time for their dissatisfaction with their present management of their household work.

Table-3: showing the clashes in their family because of business.

Serial No	Response	Frequency	Percentage
1	Yes	39	78%
2	No	11	22%
Total		50	100 %

From the above table it can be seen that,78% (n=39) of the respondents have clashes in their family because of business, 22% (n=11) of the respondents have not any clashes in their family because of business.

Thus, it can be concluded that majority of the respondents i.e.78% have clashes in their family because of business.

Table-4: Showing the status of the respondents in their family because of business.

Serial No	Response	Frequency	Percentage
1	Good	12	24%
2	Very good	18	36%
3	Moderate	17	34%
4	Poor	03	06%
Total		50	100%

From the above table it can be seen that, 36% (n=18) of the respondents feel very good about their status in their family because of business. 34% (n=17) of the respondents feel moderate about their status in their family because of business. 24% (n=12) of the respondents feel good about their status in their family because of business. 06% (n=03) of the respondents feel poor about their status because of business in their family because of business.

Thus, it can be concluded that majority of the respondents i.e. 36% feel very good about their status because of business.

Table-5: showing the respondents able to manage their family & business.

Serial No	Response	Frequency	Percentage
1	Yes	25	50%
2	No	10	20%
Total		35	100%

From the above table it can be seen that 50% (n=25) of the respondents are able to manage their family & business, 20% (n=10) of the respondents are not able to manage their family & business.

Thus, it can be concluded that majority of the respondents i.e. 50% are able to manage their family & business.

MAJOR FINDINGS AND CONCLUSIONS

It is concluded from the present research study that majority of the respondents belong to 25-40 age, most of them are Muslims with higher secondary education. But surprisingly, most of them are Divorcee and Widow, so we can say that they are living dissatisfactory life. Apart from this, most of the entrepreneurs are engaged in joint venture business. They have experienced in business work. Also they have taken business training. Most of the entrepreneurs are facing the challenge of high returns and high pay back.

It can be analyzed that most the entrepreneurs complains about not getting the family support from their family members. Still it's good to know that without family support they running business. So most of the entrepreneurs cannot balance their household work and business work. Because of widowhood and divorcee they don't satisfied with their life. Still they handle whole responsibility of business. They are not able to give enough time to the family because of business so that the clashes arise in the family.

The study also found that because of the business some of their husband doubt on their wife and relationship gape occurs between them so they are not satisfied with their married life.

The study can be concluded that because of business the women entrepreneurs have good social status in the society as well as in their family.

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