

# **WORK-FAMILY BALANCE -A CHALLENGE OR ERA OF BEING A SUPERWOMEN?**

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## **Abstract**

Over the past few decades, the things have changed when it comes to work and family life. Years ago men were the provider while women stayed home to tend to children and the household. Due to the recession as well as the divorce rate, a lot of women now have to take on the role as a provider plus find the time to take care of the household. In today's Era balancing family and work is a challenge for women. In contemporary society, an increasing number of women find themselves facing the formidable challenge of balancing their career aspirations with the demands of family responsibilities. This complex situation often leads to considerable struggles as women endeavor to navigate between their roles as working professionals and caregivers.

**Key Words:-**Work family balance, career advancement , caregivers, Challenge

## **Introduction:**

Today's career women are continually challenged by the demand of full time work and when the day is done at the office, they carry more of the responsibility and commitments at home. When survey is conducted discovered that the majority of women are working 40-45 hours per week and 53% of respondents Report that they are struggling to achieve work/life balance(OSMANIA UNIVERSITY HYDRABAD).

Women Report that their lives are juggling act that include multiple at work, heavy meeting schedule, business trip, on the top of managing the Daily routine responsibilities of life and contribute to productivity and success in the workplace.

There are several societal and cultural factors that contribute to women's struggles in balancing their careers and family responsibilities. Firstly, traditional gender roles and expectations often dictate that women are primarily responsible for childcare and household chores, limiting their opportunities for career advancement. Secondly, societal norms and biases may result in implicit or explicit discrimination against women in the workplace, making it challenging for them to progress in their careers while fulfilling their family obligations. Lastly, the lack of sufficient support systems, such as affordable and accessible childcare, flexible work arrangements, and supportive family policies, further compounds the difficulties faced by women in managing their dual roles.

1. How do traditional gender roles and expectations shape women's experiences in balancing their careers and family responsibilities?

2. What are the underlying societal norms and biases that contribute to discrimination against women in the workplace, hindering their ability to navigate their professional and personal lives successfully?

3. In what ways can the implementation of supportive family policies, affordable childcare options, and flexible work arrangements alleviate the challenges faced by women in juggling their careers and caregiving responsibilities?

During the last 50 years, there is a change in perception towards women. The participation of women in the mainstream workforce is continuously increasing. They are largely employed in banking, hospitality, health care, and other service sector industries. Even women who work outside home and earn a good income are expected to spend time with children and complete the household works.

Women should work to get financial independence and her income helps the family too. Nowadays, expenses are increasing day by day and this extra income definitely helps the family to overcome the expenses. The families who are having two salaries always can afford the better education for their children, can have better lifestyle, and can plan better savings. Everybody is aware that currently many women got good education and gained skills which are required for the industry. So women should go the work and utilize their skill which helps to the Society.

There is other side of coin always. Married women have more responsibility about their children. Children are connected more to mother, so mother should take care of children. Mother should teach children about society, need of education. If married women become busy with the work, children future will become uncertain. So married women should work as well as concentrate on children career. They should balance their work and personal life

## **Changes and Impacts on family and Individual**

### **Change**

- Globalization of market
- Tertiarisation of the economy
- Division of responsibility
- Sandwich Generation
- Atypical jobs and work-family balance

### **Impact**

- Lack of Time
- Impact on Physical health
- Impact on mental health

- Dissatisfaction with life

## **Changes**

### **The globalization of markets:**

These economic trends were accompanied by significant changes in the marketplace. The globalization of markets, the proliferation of new technologies and pressures related to competition have led to major changes in the nature and intensity of work time.

### **Tartarisation of the economy:**

The presence of women in the job market and the aging of the population have increased demand for services outside of standard work hours. Many women work during the day has increased the demand for weekend and evening services because these women are not available to run errands during the day. In addition, the aging of the population makes the availability of health services 24 hours a day, 7 days a week, necessary.

The presence of women in the job market is one of the factors explaining the expansion of the service sector, and the majority of the jobs in this sector are held by women.

### **Division of Responsibility**

The strong presence of dual-earn contribution to the economic stability and responsibilities and the recognition of women's role have led couples to reassess the distribution of family and household tasks, and made it necessary for them to consider the career paths of both spouses. Thus, each member of a couple must now reconcile the requirement of two work environments, while meeting the family needs. A gender-based division of labour still exists and continues to be a strong cause for

concern because women are still largely responsible for ensuring domestic continuity and, as a result, they are often disadvantaged professionally.

### **The sandwich generation:**

In addition, the fact that couples are waiting longer to start a family has given rise to the phenomenon of the "in-between" or "sandwich" generation, comprised of those who must care for an aging relative while raising young children. According to survey, more than eight out of ten women are forced to reduce or change their work hours or suffer a reduction in income. Women are more likely than men to experience this situation. On average, women devote 29 hours of care each month to

an elderly parent, whereas men devote 13 hours.

### **Atypical jobs and work-family balance:**

Atypical jobs sometimes represent an alternative to traditional employment. Part-time work, for example, has been identified as a means of helping balance work and family life. It is, however, worth noting that many employees do not choose to work part-time. As observed earlier, part-time workers are more likely to be women, but a little probing reveals that they do not all work part-time by choice.

## **Impact**

### **Lack of time:**

A significant source of stress for parents:

The difficulty of balancing work and family life also results in a higher degree of stress related among other things, to the feeling of not having enough time.

This is particularly true for parents and single mothers, aged 25 to 44 years old, who hold full-time jobs.

### **Impact on Mental health:**

A great number of people struggle daily with tension resulting from the accumulation of their roles as parent, spouse, worker and community member. The extent of this problem calls for action on the part of stakeholders and decision makers concerned with public health, because researchers have shown the negative impact of attempting to balance various spheres of life on the health, well-being, marital and family life of individuals.

### **Impact on physical health:**

The strain of balancing family life and professional life is linked to mental health problems in parents/workers, but its impact goes beyond these problems. Indeed, individuals experiencing conflict between these two

spheres of life consider their physical health to be worse than that of other people in the same age group. The difficulty of reconciling professional and familial responsibilities has also been associated with an increase in psychosomatic symptoms such as fatigue, lack of appetite and nervous tension.

### **Dissatisfaction with life in general and with family life:**

One way to assess the impact of reconciling work and family is to measure the degree of satisfaction felt by individuals with regard to their lives and their work. The difficulty of balancing family and professional life also leads to dissatisfaction with leisure activities.

### **Conclusion -**

The current era can be characterized as the "Superwoman era," where women are expected to succeed in both their careers and their family lives simultaneously. However, the reality is that this expectation puts immense pressure on women and poses significant challenges.

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