

**WORK LIFE BALANCE OF WOMEN IN BANKING SECTOR****A. Pande<sup>1</sup> and J. Ahirrao<sup>2</sup>**<sup>1</sup>BAMU, Aurangabad, India<sup>2</sup>Smt.Dankunwar Mahila Mahavidyalaya, Jalna, India<sup>1</sup>ashaapande@gmail.com**ABSTRACT**

*The work life balance for women employees in banking industries is the order of the day. The work life balance of women employees in banking sector is to determine the level of their work life balance which is having high importance on their total wellbeing and enhance their productivity and entire banking growth. Striking a balance between professional and personal commitments is a common dilemma for many of today's women workers. The Indian banking scenario has been changing drastically due to high degree of competitiveness and paradigms shift in customer's expectation after economic reforms in the year 1991. The rate of women higher education and government's women reservation policy create more employment opportunities for women. The life style of the Indian women is still in traditional and they have to attend both inside and outside the family. Today's professional workers are less concerned about just financial security which earlier bound them to their employers. The main aim of the paper is to identify the impact of various factors effecting Work-life Balance of women employees in public and private sector banks.*

**Keywords:** *Work life Balance, Imbalance work life balance, Time management by working women*

**Introduction**

The great scientist Albert Einstein said, "Life is like riding a bicycle to keep your balance you must keep moving". If there is an imbalance in riding time and if the rider is unable to control he /she may fall down. This is true because for all types of employees who are stressed with balance between work and life issues mainly for women bank employees who faces many sprints/ challenges both at work place and family life. Balance is not better time management, but better edge controlling. Simply, balance means making choices and enjoying those choices. Balancing between work and life is not easy job in present thrill sphere.

Indian families are going through quick changes because of the urbanization and modernization. Indian ladies having a place with all classes entered to occupations so they can bring in some cash. As of now, openness of Indian ladies' to instructive freedoms is higher than it was a few decades prior, particularly in the urban region. This has opened new vistas as well as expanded mindfulness and raised yearnings of self-awareness. This, along with financial pressure, has been instrumental in influencing women's decision to enter the work force. Most studies of employed married women in India have reported financial need as being the main reason given for working. The status of Indian women has been subject to

many great changes over the past few decades. During ancient days women has been worshipped as goddesses. Even our country is called mother land. The women were the centre and foundation of the social and cultural life of the family. Home was the women's sphere of the activity. "Men make houses and women makes homes" is the traditional belief. The duties of women were just contained to bring up the children and carrying every family member with her loving and the available characteristics which she naturally owes.

In the conventional time, the women were restricted to family work like cooking, washing, cleaning, dealing with youngsters, and so forth. They were considered as home producers and were denied of the right or freedom to go outside home. But now the story is different. Apart from home maker role, they also have a significant role to engage even outside the home. With the increase in cost of living on one hand and the improved education and employment opportunities on the other hand, both husband and wife started working and many families became dual earners. The development of advanced education has further developed occupation possibilities for women and brought about the move from homemakers to flourishing proficient women. Throughout some stretch of time women achieved astounding advancement in varying social statuses and made an important imprint in the separate fields. Be that as it may, there is no

critical change in playing out the part of home producer. In larger part homes, the women actually accomplishes family work, cooks, deals with the family individuals and deals with the house. With expansion in requests at work place and at home, the work-life balance of women representatives is in question. In the ferocious serious climate, the association's assumptions from the workers are expanding. To satisfy the business' need, the representatives need to extend themselves and spotlight more on their work which is making work-life imbalance. Truth be told finding some kind of harmony between work-life and individual life is perhaps the most difficult issues being looked by the women representatives in the 21st century. It is said that numerous women representatives working in different areas are having an upset work-life balance prompting expanding number of separations, stressed connections among the family individuals, clashes in the associations and suicides. The issue of work-life balance has become the hotly debated issue in the current day situation. Changes in innovation, qualities and segment patterns added to the developing pertinence of work-life balance in industrialized social orders. It is enhanced by other elements which incorporate expanding intricacy of work, change in nature of family and the all-inclusive number of women entering the workforce. Work-life balance alludes to the division between the work place requests and the requests of individual life. At the point when either side becomes unbalanced for expanded timeframes, the impact is probably going to be apparent in unfortunate indications (weakness, stress, discouragement, and so forth). An absence of harmonization between home-grown life and work life causes extraordinary individual and monetary difficulty, both to the individual and the organization. In the cutthroat time, associations are under serious strain to accomplish high usefulness and require representatives with sound work-life balance as a worker with great work-life balance will be in a situation to offer more towards the authoritative development and achievement. Thusly it is an about time for businesses to draw out systems and help the women representatives to partake in their work and make every second count.

## Literature Review

1. Marcinkus et al., (2007) found that there is a positive relationship in work based help for women with work fulfillment, hierarchical responsibility and profession accomplishment.
2. Niharika and Supriya (2010) have contemplated the work based elements and family related variables that are considered to add to work life balance. Work based components are flexi time, alternative to work low maintenance and opportunity to work from home and the family related variables are kid care office and adaptability to deal with crises at home.
3. Vijaya Mani (2013) has uncovered the main considerations affected the work life balance of women experts in India, for example, job struggle, absence of acknowledgment, hierarchical legislative issues, sexual orientation separation, and older and kids care issues, nature of well-being, issues in using time effectively and absence of appropriate social help
4. Arpit Patel (2015) in his article 'A Study: Work Life Balance of Working Professional in Context of Female Employees of State Bank of India in Indore District' pushed on the target of distinguishing the issues identified with WLB of female experts of banking area. The investigation tracks down that rough 36% of the women employees concur that they can oversee private life with proficient life and furthermore banks doesn't discovered allocation of work on the premise capability of employees. Later part the examination edified bosses are more useful, strong and co-usable which might be one reason for women employees work in banks for monetary help staying to confront life challenges.
5. Poonam Sharma, Dr. Purshottam Dayal (2015) inferred that work life balance has become a mission for experts of banking enterprises and furthermore that women representative's work better when they do set aside a few minutes for family and individual interests.

### Scope of the Study

The present study is reserved to women employees in banking sector. Women employees who have been working in banks were considered for the purpose of the study. The study limits its scope to diagnose the various factors involved in the work-life balance of women employees.

### Objective of the Study

The objective of this research is to study the work life balance of working women in the banking sector. It has major influence on maintaining balance between professional life and the individual life responsibilities.

### Methodology

The study was carried out on the basic observation that, on working women in banking sector. Majority of banking jobs are time bound, have a different work culture and employers are more demanding. Careful observation can indicate that many young female professionals joining at junior level do not make it to top as compared to their male counterparts. In many cases the female gives prime importance to her commitment to family and children by compromising her professional growth. For conducting this study secondary data was collected from various websites and published research journals.

### Women in Indian Banking Sector

Work-life balance is an idea which incorporates appropriate focusing on between "work (profession and aspiration) and "lifestyle"(health, joy, relaxation, family and profound turn of events/reflection) Work-life balance doesn't imply that there should be equivalent balance across all parts of a person's life. The best work-life balance will be distinctive for every individual. There is nobody size fits all in work-life balance.

All around the world the associations are requesting increasingly more from their employees; corresponding to this, these are zeroing in additional on the inspiration and acknowledgments of the employees to upgrade efficiency. Present workforce consists of many working fathers and mothers; whose aim is to find a balance between work and family roles

is a matter of concern for them and the organizations.

Women in Banking sector since 1950's there has been marked increase in women' employment in the financial sector in both public-sector companies and private foreign – controlled banks in the metropolitan cities. Significant increase in number of women entering the banks has been seen in the 1970-'s and 1980's. It is also observed that women are still concentrated at the clerical level and this tendency is changing very slowly. The recent study of Indian banking notes states that women participation in EDP is very slow say 5% in one and about 12% in another bank of all EDP employees employed, while this was about 7% in an insurance company. Women are not recruited as programmers (Chopra, 1991). In 1992 70% of the workforce are women which was only 5% in 1970 which includes both programmers as well as women officers. According to unionist in Citibank management latest policy is to recruit young girls and train them on computers, as they are eager to learn, more sincere, obedient, and less union-minded and also provide better customer services. Figure from Grind lays management showed that about 35 % of their workforce, nationwide was women.

Presently financial sector especially banking and insurance companies offer more prospects for jobs for women-both quantitatively and qualitatively. Indeed, women are facing a lot of common problems burden of dual role, sexual harassment from colleagues, and the refusal of men to accept women as a colleague or seniors, the need to work twice as well men to gain recognition.

Survey conducted by SARD (South Asian Research & Development Initiative) relating to women workers working condition in industry women workers reveals the following facts:

- Official data on women employment in organized sector indicates a higher rate of growth (4.77%) than that for the general employment growth rate (1.09%).
- The 1991 census estimated about 90 million women workers out of total workforce of 314 million say about 28.75 %.
- According to the planning commission, India's labour force had grown to 397.2 million

which is say about 42% of the total population of 951.2 million.

- Women's comprise about one third of this workforce.

- Entrance in labour market of women workers indicates that work participation rate of women (22.7%), Lag behind those of men (52.6%).

- The average monthly wage earned by women was reported to be 4012 while women respondents reported their husband's wages were 5333. Reasons behind this as reported were that male were able to stay and work night shift and there by doing the same work male earnings are more than female employees.

- The average wage in the organized sector was found to be 5863 while this was 2014 in unorganized sector, almost three times more.

(See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/321148746> A study on Women Employees working in Private /Sector Bank in Nagpur City Article · April 2014)

Individuals who penance their own life to make proficient progress wind up dismissing their wellbeing and solid propensities like eating good food, appropriate rest, quiet rest and taking part seeing someone. Subsequently, their wellbeing falls apart and usefulness plunges altogether.

Unfortunate lifestyle can cause a ton of issues in wellbeing, family life, connections and work. Realizing how to keep a good arrangement works on your lifestyle as well as expands efficiency. There are many cases wherein it has been seen that inappropriate methods of working has prompted chronic weakness, revolting struggles in homegrown life, dismissing family duties, not keeping up with family connections and no an ideal opportunity to seek after leisure activities.

Advantages of a good overall arrangement among work and life prompts more grounded connections, as it makes conceivable investing adequate measure of energy with your family and companions. Thus, individuals discover your organization fascinating and make a special effort to find out about your issues, and present ideas – be it business or individual life. It expands efficiency by permitting individuals sufficient opportunity to rest and take their

brains off work by seeking after their inclinations and taking an interest in their diversions. This consequently, supports usefulness and innovativeness.

Notwithstanding expanded efficiency, a work-life balance additionally helps in accomplishing satisfaction in life. At the point when a lady starts to give equivalent significance to every one of the parts of life, her bliss level can go up and she will draw in with her work with a recharged bravery.

Creative advances like adaptable timings, work sharing, working from home, working from home and half-day work, have all hugely worked on the connection between a bank and worker. Representative fulfillment goes up when she understands that this is a bank that contemplates her, and will thusly, attempt to respond by giving her best yield. This outcomes in a higher commitment with their work and better spotlight on efficiency. On the off chance that the presentation is simply because of business reasons, or dread of being dealt with like a base entertainer, presently the employees will perform well since they trust themselves as a piece of the bank and not a simple representative.

Little motivations like adulating somebody before others for their administration, giving individuals some additional downtime, granting them for their accomplishments and offering them advancements have been seen to give a colossal passionate and good lift to individuals. These advantages, assuming convenient, give a ton of impulse to the employees to push ahead and produce better quality of work.

For maintaining work life balance there are SMART techniques which easier to achieve goals

- Specific – goals must describable in figures and number, e.g. - 3 chapters a day
- Mentionable – goals should invoke a sense of pride on mentioning it to friends.
- Achievable – goals must be achievable. Ten chapters a day isn't achievable.
- Reflective – goals should be fulfilling a personal need or ambition.
- Timely – goals should be achieved within a set time-frame.

### Harms of an Imbalanced Life

Ill-advised balance in work responsibilities and individual duties, as a general rule, cause a colossal pressure between both the various sides of a women's life. A lady can without much of a stretch lose center and bearing if her needs are not all around set and her life wavers hazardously between her family duties and work at the workplace.

At the point when the methodology is so pessimistic and befuddled, it will come as little amazement that individuals who have undesirable work-style and careless lifestyle will in general lose usefulness with the progression of time.

Excessively energetic employees, toward the start of their expert excursions, regularly wind up wrecking their own life in their endeavors of meeting the specific and elevated expectation expected of them at work, either because of their desire to substantiate themselves better, or under the pressure of getting some work.

It has been seen that both these circumstances lead to a total breakdown of efficiency over the long haul. Women who penance their own life to make proficient progress wind up dismissing their wellbeing and solid propensities like eating good food, legitimate rest, tranquil rest and taking part seeing someone. Therefore, their wellbeing falls apart and usefulness plunges fundamentally.

Undesirable lifestyle can cause a great deal of issues in wellbeing, family life, connections and work. Realizing how to keep a good arrangement works on your lifestyle as well as builds usefulness. There are many cases wherein it has been seen that ill-advised methods of working has prompted chronic weakness, terrible contentions in homegrown life, dismissing family obligations, not keeping up with family connections and no an ideal opportunity to seek after interests.

Advantages of a good overall arrangement among work and life prompts more grounded connections, as it makes conceivable investing adequate measure of energy with family and companions. It expands efficiency by permitting sufficient opportunity to rest and take their psyches off work by seeking after their inclinations and taking an interest in their

pastimes. This consequently, helps usefulness and imagination

Life at work can be upsetting, particularly for those individuals who are into the administrative circle of life. They have a pool of colleagues and they need to designate work to them. Assuming they don't confide in individuals with the quality of the yield, they could confront a ton of hardened dynamic in their profession.

Advantages of a good arrangement among work and life prompts more grounded connections, as it makes conceivable investing adequate measure of energy with family and companions. It expands efficiency by permitting sufficient opportunity to rest and take their brains off work by seeking after their inclinations and taking an interest in their diversions. This consequently, helps usefulness and inventiveness

Work-life balance encourages approaches to oversee both the various circles of life by lessening the hole among expert and individual life such a lot of that the separating line nearly vanishes.

### Time Management Matrix

Eisenhower has clearly defined the difference between an urgent task and an important task. This definition is now, considered, the cornerstone of an important classification in time-related jobs.

Keeping this in mind, the tasks can be arranged in a quadrant called the "Urgent vs. Important Quadrant". According to this, tasks can be divided into four kinds –

- Quadrant-1 = Urgent and Important Task
- Quadrant-2 = Urgent and not important Task
- Quadrant-3 = Not urgent and important Task
- Quadrant-4 = Not urgent and not important Task

Quadrant-1 – characterizes assignments that are exceptionally basic as well as should be done in a period. Dealing with an emergency circumstance, fiasco the board, fulfilling project time constraints are errands that weight on excellent yield in a tight time period.

Quadrant-2 – characterizes those undertakings that may be required in a brief time frame

however probably won't be important. Errands like getting the most punctual transport on a Friday night, answering to an instant message when we get one, settling on a telephone decision to associates, sending messages are urgent yet the outcome need not be excessively top notch.

Quadrant-3 – characterizes errands that probably won't be urgent however are vital. Models like relationship building, vital arranging set aside a great deal of effort to be executed, yet are vital.

Quadrant-4 – characterizes those undertakings that are neither urgent, nor important. These incorporate errands like visiting with companions, tattling over unessential material. They are the genuine exercise in futility. Commonly, when we say we don't have the opportunity to do things that are grouped under Quadrants-1, 2, 3 simply because they are occupied in errands under quadrant-4.

## Conclusion

While setting goal women has to be SMART and use Time management to maintain work life balance. Women workforce is increasing and their contribution to the organizations is also considered to be valuable. It is very necessary for the organizations to acknowledge women employees by providing more appropriate work-life balance measures for them. Striking a sound work-life balance is basic for every one of the employees regardless of the business to which they have a place. It is the joint duty of the business and the employees to guarantee solid work-life balance that can get productive outcomes to association just as employees moreover. One of the central perceptions of Work-life Balance is that when work turns into a pastime and collaborators become family, there would be adequate opportunity to provide for both vocation and family.

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