WORK-LIFE BALANCE AMONG WOMEN ADMINISTRATIVE STAFFS OF HIGHER EDUCATION INSTITUTES IN COIMBATORE DISTRICT

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Abstract

Work-life balance is becoming more important in India as more women with children enter the workforce, and more working professionals recognise the need to balance their work and family lives. Career and goals are the most important components of one's life. The vast majority of women are looking for jobs in order to provide for their family. This shift is now natural and dynamic as a result of changes in the environment and economic situations. Women's greatest challenge is juggling family and work obligations. Work-Life Balance (WLB) and its techniques, Career advancement, Work Stress, Career aspiration, Work-Family Conflict and Family Work Conflict, Child care, and Work-Life Balance (WLB) and its methods are all listed as reasons.Women's work-life balance has become a big concern as they share equally in the earning responsibility for the welfare of their families. Women are finding work and continuing to work after they marry. A married woman has more responsibility than a guy when it comes to caring for little children and households. Working women are able to overcome adversity via their dedication and tenacity. Administrative employees and management are clamouring for work-life balance solutions at an unprecedented rate. As a result, work-life balance is a popular topic in today's boardrooms and government halls.It will be one of the most crucial concerns that CEOs and human resource experts will have to deal with in the coming decade. As a result, the current research was carried out to provide an overview of the work-life balance among administrative staff members of Higher Education Institutes in the Coimbatore District.

Keywords: Economic Conditions, Responsibilities, Commitments, Work-Life Balance, Professional Dynamism and Work-life Strategies.

INTRODUCTION

Administrative staffs expect their bosses to understand that they have a life outside of the classroom. The fact that work-life balance concerns with the supervisor or the organisation are the leading reason for people quitting their jobs reflects this. Senior management is becoming more aggressive regarding administrative staff's health as the cost of health care rises in the business. Administrative employees should be encouraged to improve their own lifestyle patterns and create a healthier workplace, according to senior management. Executives now know that company goals and individual work-life goals are not "either/or" options because of the business and personal ties that exist between these crucial concerns.Positive new trends in the field, on the other hand, suggest that expectations can be met. Avoid the mistakes that others have fallen into while planning your own work-life endeavours, and concentrate on putting the accomplishments into practise.

OPERATIONAL DEFINITIONS

Work-lifebalance is the degree to which personal and professional activities are prioritised in an individual's life, as well as the extent to which work-related activities are present at home.

Work-life balance is a technique for assisting people in balancing their personal and professional lives inside an organisation. Work-life balance encourages people to prioritise their time and maintain a healthy balance by allocating time to family, health, vacations, and other activities in addition to pursuing a profession and travelling for business.

Work-Life Balance does not imply an equal distribution of time between work and personal life. Attempting to schedule an equal amount of hours for all of your job and personal activities is usually unsatisfying and unrealistic. Life is, and should be, a lot more flexible.

REVIEWS OF RELATED LITERATURE

C., Kathiravan. (2019)A study was conducted to determine whether the term "work-life balance" refers to the balancing of job and lifestyle. This word first appeared around the year 1800. Anthropologists define the notion of happiness as having as little distinction as possible "between your work and your play," according to one observation. In the late 1970s, the term "work-life balance" was coined in the United Kingdom to describe the harmony between one's professional and personal lives. The work-life balance of female employees in Chennai hospitals is discussed in this article.

Noronha, Sonia &Aithal, Sreeramana. (2019)have conducted research that outlines all of the knowledge currently available on a given issue. When you choose a study topic, the first step is to perform some research and learn about previous studies on the issue. The literature review can be thought of as the backbone of the research concept, providing the necessary context, reliability, and backdrop to the research concept. As a result, one of the most important aspects of every study is the literature review. Work-life balance and the glass ceiling are key concerns for women who have decided to work outside the home.Women's time is demanded by competition and obstacles in the workplace, time that they would rather spend with their family. This disparity can also result in a "glass ceiling," which prevents women from progressing up the corporate ladder. The study's objectives were met by conducting a review of the literature on work-life balance and the glass ceiling faced by female employees. The researcher conducted a literature study on numerous areas of work-life balance (WLB). This paper includes a review of the Glass Ceiling. The primary goal of this article is to determine the gap and the necessity for further investigation. Journals, reports, books, doctoral theses, websites, and magazines were used as sources for the research.

Sundaresan, Shobha. (2014) Work-life balance is a concept used to define the balance between a person's personal and professional lives, as highlighted in their study. Working women need to strike a healthy work-life balance, especially in the current climate, when both the home and the job have presented them with several obstacles and concerns. Working women are under a lot of stress because they have to juggle two full-time jobs: one at work and one at home, thanks to the dynamics of the workplace. Working women have more trouble managing job and family life than males, according to a review of the literature on the subject.They also have friction because work spills over into the home more frequently than home spills over into work, according to the study. Working women are frequently required to make sacrifices in order to succeed in one setting, as each workplace places various demands on them and has its own set of rules to follow. The factors that influence work-life balance among working women, as well as the repercussions of poor work-life balance, are investigated in this study. A structured questionnaire was given to 125 randomly selected working women in Bangalore City. The response rate was approximately 93%, and the data was statistically analysed.According to the findings, a substantial number of working women are having problems managing work and family life as a result of high job pressure, insufficient personal time, and the desire to meet others' expectations. Because they must work longer hours, the majority of working women face employment spillover into the home. High levels of stress and worry, domestic strife, job burnout, and the inability to achieve full potential are all

major repercussions of a poor work-life balance. Due to their inability to manage job and family life, they often feel angry and resentful. The findings have ramifications for working women and offer insight into how to achieve a healthy work-life balance.To help working women address conflict caused by inadequate work-life balance, two models of work-life balance, namely the role-analysis model and the three-factor model, have been established. These models give women the tools to find a delicate balance in all aspects of their lives, making them wiser, healthier, and happier. Both models are more important for working women around the world since they assist them in resolving the challenges of balancing their personal and professional life.

WORKLIFE BALANCE OF WOMEN EMPLOYEES AND ITS NEED

Because of economic realities and social pressures, the position of working women has shifted over the world. As a result, working women are under a lot of pressure to establish a profession that is as strong as their male counterparts while also maintaining active participation in their home lives. Working women are feeling the strain of ever-increasing work pressures, leaving them with less time to spend on themselves. In current knowledge era, the growing duties on the personal front, along with technological blessings such as improved mobile phones, notepads, and other devices that keep work and personal lives intertwined, creates stress on both personal and professional levels. This has an impact on the physical, emotional, and social well-being of the individual.As a result, for working women to have a good quality of life, achieving work-life balance is essential.

Women in the early centuries were primarily confined to their kitchens, and those who worked outside the home did so in factories, farms, or shops. Only a small percentage of women had access to advanced education, and they were obliged to rely on their fathers' or spouses' attitudes regarding women and labour. A growing number of women are being educated as a result of the rapidly rising information economy. They have been empowered by education, which has also provided them with stable employment opportunities.Women workers appear to stream into every industry on par with men, with brain capacity being the required skill in this knowledge era, rather than endurance or physical strength. Women, on the other hand, face a difficult task because they are responsible for a large number of responsibilities at home and at work. Working women take on more duties once they marry, and when they become mothers, they are responsible for the primary care of their children and extended family, putting them under more pressure to stay in their careers. Working mothers today attempt to balance the competing demands of their many roles while also fulfilling their family responsibilities.When working moms' care responsibilities are paired with their professional obligations, they are put under a lot of strain. Working women are put under a lot of stress as they try to integrate, organise, and balance multiple problems and activities in their varied responsibilities. As a result, the family becomes an organisational stakeholder, marking the start of the work/life balance paradigm shift.

Previously, women in India were mostly employed in non-managerial, low-profile, or subservient positions. They now hold nearly every type of job. Women's duties and responsibilities to their families and society have increased as a result of changes in work culture.The most likely cause of this situation of work-life conflicts appears to be conflicts between competing work demands and personal and family requirements. In India, women are under a lot of pressure to do everything for the family both before and after work.

PROFILE OF THE STUDY AREA – *Coimbatore District*

Coimbatore is one of South India's most major educational centres. "Manchester of South India," as Coimbatore is known. Coimbatore is a great blend of international culture and historical significance. It has demonstrated its exquisiteness by leaving its visitors amazed by the new metropolitan's beauty,

elegance, and ever so modest essence. There are many interesting things to see and do in the city, and this page might help you find them. Above all, it is known as Tamil Nadu's education centre."A typical definition of quality encompasses literacy, numeracy, and life skills, and it is intimately linked to such important components as teachers, content, methodology, curriculum, assessment systems, policy, planning, and management and administration," according to the definition. The quality of education in a school is one of the most significant elements to consider while choosing a school.

ANALYSIS PART OF THE STUDY

The table of findings for the study named "Work-Life Balance among Women Admin Staff of Higher Education Institutes in Coimbatore District" is as follows. The study was carried out with the use of a well-designed questionnaire, and the respondents (women administrative personnel of higher education institutions in the Coimbatore District) were assigned 100 numbers (random basis).

Table 1: Likert's Scale Analysis on the Satisfaction Level of the Respondents towards various Factors decides Work-life Balance

Factors	HS	S	N	DS	HDS
There isn't much time to socialize or relax with my partner/see family in the week	20%	35%	20%	19%	6%
Relaxing and forgetting about work issues is hard to do	22%	37%	21%	13%	7%
My relationship with my partner is suffering because of the pressure or long hours of my work	30%	25%	38%	5%	2%
My family are missing out on my input either because I don't see enough of them/am too tired	18%	28%	36%	20%	4%
I would like to reduce my working hours and stress levels, but feel I have no control over the current situation	25%	32%	28%	10%	5%
I worry about the effect of work stress on my health	27%	29%	32%	9%	3%
I often work late or at weekends to deal with paperwork without interruptions	28%	36%	30%	5%	1%
I have to take work home most evenings	19%	37%	30%	10%	4%
Finding time for hobbies, leisure activities, or to maintain friendships and extended family relationships is difficult	25%	28%	32%	10%	5%
At the moment because the job demands it, I usually work long hours	26%	27%	39%	5%	3%

Source: Primary data

Table 2: Rank Analysis on Most Affected Factors which leads to Work-Life Imbalance

Factors	Total Score	Final Rank
Missed family or friend due to work pressure	982	1
Depressed because of work	944	2
Flexible starting hours of work	901	3
Long working hours	876	4
Compulsory overtime	821	5
Shift work	820	6
Meeting or training after office hours	816	7
Negative attitude of colleagues and Supervisors	768	8
Negative attitude of family members	751	9

Frequently misses family functions	734	10

Source: Primary data

Table 3: Opinion of the Respondents about the Supportive Factors (from both family and workplace) towards their Work-life Balance

Statements	Yes	No	Not Sure to Say
I can schedule my preferred days off supported by my team	35%	42%	23%
I can change my roaster if the daily working hours are not consistent	32%	40%	28%
My co-workers are supportive when I talk about personal or family issues that affect my work	36%	28%	36%
My supervisor is understanding when I talk about personal or family issues that affect my work	28%	38%	34%
I have enough time after work to carryout personal matters	29%	38%	33%
I have enough time for my family and friends	38%	36%	26%
I have personal discretion over my starting and finishing times	31%	42%	27%
I look forward to being with the people I work with each day	36%	39%	25%
I work very smoothly to handover to the next shift because of good management system	41%	30%	29%
I find it easy to concentrate at work because of family support	40%	25%	35%
I feel happy when I have quality time for my family life	49%	28%	23%

Source: Primary data

DISCUSSION AND RECOMMENDATIONS

Working-life balance entails more than just arriving on time and leaving on time. In a broader sense, it's about putting things in order of importance.

1. Taking a break between jobs can help you deal with stress. The human body was not built to work for long periods of time. Physical motions, such as a small walk or some desk exercises, might be extremely beneficial in this situation. Short pauses like these will help you recuperate from exhaustion and improve your agility at work.
2. Volunteering is a terrific way to stay social and make new friends. Encourage employees to volunteer for social causes to help them de-stress and make social commitments. Furthermore, this aids a company's CSR (Corporate Social Responsibility) initiatives. As a result, the organisation and its personnel gain goodwill.
3. Scheduling day-to-day activities at work is another strategy to strike a solid work-life balance. It aids people in prioritising their actions based on the relevance of a task. Furthermore, sticking to a well-planned schedule might help you save a lot of time at work. As a result, they will be able to focus on topics other than work or use the time to revitalize themselves.
4. A healthy lifestyle is important in an employee's pursuit for a balanced work-life balance. Employees that are healthy are the crown jewels of any company. Employees' physical and emotional health suffers as a result of a poor work-life balance. Given this, their productivity is severely hampered. Encouraging employees to adopt a healthy lifestyle reduces a variety of health hazards.
5. A stress-free mind is a chamber full of clarity, just as good physical health allows one to stay energized. This enables employees to achieve success in both their careers and personal lives. A healthy lifestyle is also an excellent stress management strategy that allows employees to cope with stress more effectively.

6. Employees frequently bring their work home to make up for missed deadlines. The inability to leave work at work is a serious issue caused by the employees' excessive workload. Working during off-hours reduces the amount of rest required by the human body. Furthermore, it denigrates people's social lives, which are essential for maintaining a healthy mindset. Employers can prevent this by enforcing a rigorous "No Work at Home" policy.

7. Maintaining a decent work-life balance is impossible if there is no personal time after work. In this instance, having a flexible work schedule is critical. Employees can devote the same amount of time to their personal and social lives as they do to their work when their work schedules are flexible. Furthermore, such a timetable can have a good impact on an individual's work performance. It can also be used as a stress-reduction strategy.

8. When it comes to achieving a suitable work-life balance, time management is critical. The majority of people tend to overlook this stage. As a result, they become overburdened with work at the end of the day, leaving them with no time for themselves.As a result, one must ensure that they have established a daily regimen. In this case, time management techniques such as the Pomodoro technique could be beneficial.

9. We all have a favourite pastime, such as reading, drawing, photography, dancing, or collecting ancient stamps. Giving priority to work and family is simply one aspect of a healthy work-life balance. It's also about prioritizing personal passions.

10. In the midst of all the ups and downs of juggling job and family life, we frequently forget to feed our own hopes and dreams. Employees who have a pastime are more likely to take time off. This does, in fact, assist them in quenching their thirst for a decent life, according to the preferences of the employees. Employees who have a pastime can find time for themselves despite their hectic schedules.

11. Allowing employees to work from home at least once a week or as needed could assist them de-stress from the daily grind at work. Working from home with family and friends around, or pampering pets while working, has a favourable effect on an employee's mind. Employees feel a strong sense of appreciation towards their employers when they receive such benefits. It also turns them into your organization's biggest cheerleaders. As a result, a positive employee-employer connection will be bolstered.

12. Vacations are no longer a luxury in today's world. It's more of a requirement than anything else. It's past time for businesses to recognise how work vacations have become a vital component of today's workplace culture. It's quite effective to allow employees to take long breaks without compromising their pay. When employees return to work, they feel more energized and calm, which leads to increased production.

CONCLUSION

Now, the equality of professional life has become a source of increasing stress for enterprises and their representatives in all circumstances. Work-life balance entails properly regulating the course of action between paid work and any other essential activity, such as spending time with family, doing workouts and unwinding, providing unpaid assistance, or seeking after extra examination. Improving parity between work and personal lives pays off handsomely for both managers and reps. It aids in the formation of strong social gatherings and energetic associations. Employment balance encompasses both the value of work and the way of life. Changing our jobs as well as our personal lives is difficult but extremely significant.It is critical to avoid putting off what we value the most and sorting out those things that have shown to be less inspiring in the end. Work life equalisation that is better than average is important for representative appropriateness and contentment, and understudy learning professional

life offset is linked to assisting staffs in balancing professional life and personal goals and duties. Nowadays, women are seen working in a variety of settings, demonstrating that there is no sex distinction in the workplace. Several organisations, believe it or not, state that women will play an important role in the organization's success. It is referred to be one positive advancement that women have been making in numerous foundations.On the other side, every woman had an additional institution to manage, which was her home and personal life. It should be determined how to provide any female representative with a well-adjusted working life in the open and private areas. Educational institutions should address work-life balance issues among their staff, particularly among women, and take a holistic approach to designing and implementing policies to assist non-teaching staff (administrative staff) in managing their work-life balance, which would improve their performance.

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