



## **A STUDY ON WOMEN WORK LIFE BALANCE IN TEXTILE INDUSTRY**

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### **ABSTRACT**

The textile industry in India traditionally after agriculture is the only industry that has generated huge employment for both skilled and unskilled workers. Work life balance involves the minimization of works related stress and the establishment of a stable and sustainable way to work while maintaining health and general wellbeing. Work life balance has emerged as a hot topic in recent years fuelled in part by changing trends in women's social roles.

### **INTRODUCTION**

The textile industry in India is vital to the economy of the country. It contributes to over 5% of the GDP of India and earns 18% of the total foreign exchange earnings. Over 50% of the employees are women who help to sustain the family income. State of the women employees in the textile sales sector is very underprivileged in Kerala. Exploitation is very acute in this field. The labour is unstable and irregular. In a situation where unemployment is high and alternative job opportunities are few, any attempts to demand better conditions lead to the loss of existing job. The fear of having no work and no income restrain the workers from asserting their legal rights.

In such a context it is important to make a study regarding the work life of sales girls and to make an analysis whether there provided work life is optimum to the efforts they take. Sales girls need to work for more than 8 hours which is against the

standard time of work and it will effect their work life balance and their satisfaction towards the job. In spite of the prolonging working hours they are not getting basic facilities like toilet breaks, enough relaxation time, even the right to sit was enforced recently after much agitation and great strikes of sales girls in textile shops in Kerala.

The term 'Quality Work Life Balance' is an essential concept highlighting the favourable situations in a working environment. A better Quality Work Life Balance improves the growth of employees along with the organization growth. Work pressure, lack of salary, insufficient break time, health problems due to prolonging working hours are the major challenges faced by sales girls in textile shops. Under such context the project aims to

understand the problems faced by sales girls, their quality of work life balance, their satisfaction level to working conditions and further changes they expect.

### **OBJECTIVES OF THE STUDY**

- To study work life balance of sales girls in textile shops.
- To identify the causes and reasons affecting work life balance in sales girls.
- To provide suggestion to improve quality work life balance.

### **DATA AND METHODOLOGY OF THE STUDY**

This study is a research based on survey method, both primary and secondary data are used for this study. The primary data was collected through survey method. The study confined to the local areas of Kollam District, Kerala. The source of data may primary and secondary. Tools used for data collection is questionnaire. A structured questionnaire was designed with close ended and open ended questions. It was designed in such a manner so that it caters all areas of study for analyzing data statistical tools like tables, averages, diagrams, percentage etc. were used.

### **THEORETICAL FRAMEWORK**

A lot of people face the problem of balancing work and family life. Many multinational companies remain open for 24 hrs. Employees need to work in shifts. Day shift and night shift. Night shift employees feel hard to cope up with family life and health. This in turn leads to divorces and bad health. Many mothers feel difficult to continue work after delivery because her home becomes her first priority. She may be a very good worker but she quits to look after her new born and family. Many corporate have come up with the option of Flexi time and work from home opportunity to tap these employees. Personal demands such as visiting school for report card or hospital or any emergency requires attention. When a company gives an employee an option of balancing his work and personal life it increases retention and lowers the turnover rate.

By work life balance we mean that all workers should have a right to work that does not damage their freedom to pursue activities & responsibilities outside the work place. That means making work more sensitive, arranging work more effectively & organizing it more intelligently. Work life balance is achieved when an individual's right to a fulfilled life inside and outside paid work is accepted and respected as norm, to a

mutual benefit of individual business and society.

## **REVIEW OF LITERATURE**

Evidence from Santhosh RS, Jain R. (2016): In their article “Investigating the impact of commuting time and work time at work for a working father in Mumbai” shows that long employed hours or long travelling times have serious consequences commuters work in the metropolis, Indians work to balance father. To recover lives and productivity of Indian metropolitan employees, further research and investigation is needed on this issue.

Murthy M (2015): This article entitled “Qualitative study of Work Life Balance between private sector workers “we observed various problems with parental Work Life Balance. It takes more time for children to show their frustration. Marital problems more spouse time is needed and spouse time cannot be given. Role conflict/introduction doubts about their role as mother or women in the family.

Singh s (2013): In his article titled “work life balance literary review”, he mentioned the theory of role pressure, where bad facts of work family contact have become focus of attention. Recently the focus on work has shifted to studying the positive interaction between work and roles or the relationship between work and roles outside of family life.

In her research, Kumari I (2012): In the Indian Public Sector, it emphasizes “The Workforces view of life balance and its relationship to job satisfaction”. The balance of life is measured both before the job satisfaction. When talking about the many factors that affect the quality of life, there are significant gaps in job satisfaction. The result of this study had practical implications for human resource managers, especially banks, in the design of staffing and retention, in improving employee engagement and product.

Lazar I (2010): In this article “the effect of work life balance practice on improving organizational performance “points out that everyone can benefit from a good work life balance. For example, with the development of the labor market, services are provided to workers through skilled and experienced people and business is conducted through easier employment, better retention and easier service.

## **ANALYSIS AND INTERPRETATION**

Here the data analysis and interpretation is made on the topic "A study on quality work life balance of sales girls in textile shops". 60 samples are selected for this study and the samples are collected from Kollam district, Kerala State.

**Table 1 : Age Group of Respondents**

AGE	NO. OF RESPONDENTS	PERCENTAGE
18 - 20	7	12
20 - 30	45	75
30 above	8	13
Total	60	100

The data shows that 12% of the respondents are between the age group of 18 -20 , 75% of the respondents are between the age group of 20 -30 and only 13% of the respondents are above the age of 30.

**Table 2 : No: of years of work experiences**

NO. OF YEARS	NO. OF RESPONDENTS	PERCENTAGE
0 - 5 years	35	58
5 - 10 years	12	20
10 - 15 years	6	10
More than 15 years	7	12
Total	60	100

The data shows that 58% of the respondents are working for more than 5 years in the organization and 20% of the respondents are working for 5 - 10 years and 10% of the respondents are working for 10 - 15 years and only 12% of the people are working in the organization for more than 15 years.

**Table 3 : Satisfaction level of Employees**

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	5	8
Satisfied	10	17
Less satisfied	19	32
Dissatisfied	26	43
Total	60	100

The data shows that 8% respondents are highly satisfied with the job, 17% respondents are satisfied with the job, 32% respondents are less satisfied with the job and only 43% respondents are dissatisfied with the job.

**Table 4 : Working hours per day**

<b>WORKING HRS.</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
7 - 8 hours	33	55
8 - 9 hours	7	12
9 - 10 hours	15	25
More than 10 hours	5	8
Total	60	100

The data shows 55% respondents are working for 7 - 8 hours, 12% of the respondents are working for 8 - 9 hours, 25% of the respondent are working for 9 - 10 hours and the remaining 8% of the workers are working for more than 10 hours per day.

**Table 5 : Satisfaction regarding working hours**

<b>SATISFACTION LEVEL</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Highly satisfied	5	8
Satisfied	6	10
Neutral	18	30
Dissatisfied	31	52
Total	60	100

The data shows that 8% of the respondents are highly satisfied with their working hours, 10% of the respondents are satisfied with their working hours, 30% of the respondents are neither satisfied nor dissatisfied with their Working hours and 52% of respondents are dissatisfied with their working hours.

**Table 6: Time Spent with family**

<b>NO. OF HOURS SPEND WITH FAMILY</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
More than 5 hours	8	13
3 - 5 hours	36	60
Less than 3 hours	16	27
Total	60	100

The data shows that 13% of the respondents spend more than 5 hours with their

family, 60% of the respondents said that 3 - 5 hours they spend with their family and the remaining 27% of the respondents have the opinion that they spend less than 3 hours with their family.

**Table 7: Satisfaction level regarding leave policy**

<b>SATISFACTION LEVEL</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Highly satisfied	6	10
Satisfied	10	17
Neutral	11	18
Dissatisfied	33	55
Total	60	100

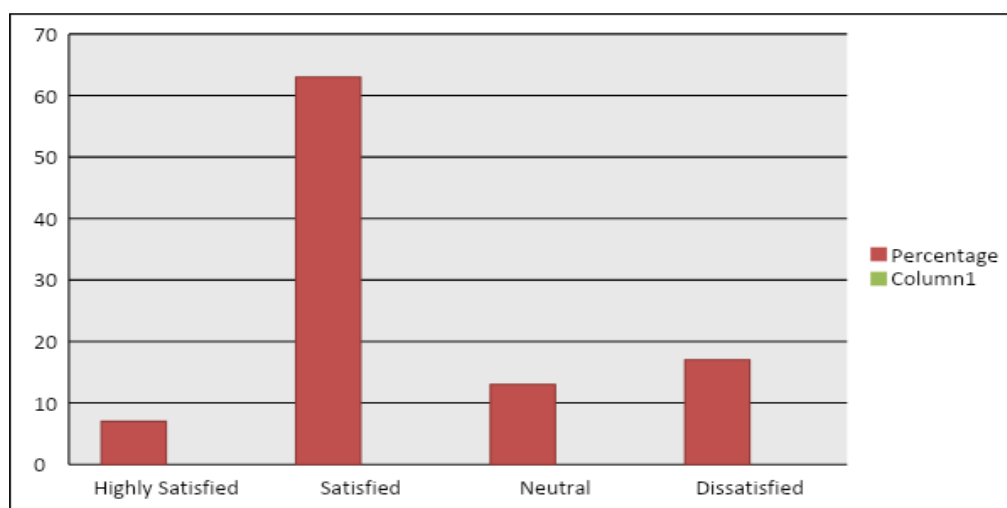
The data shows that 10% respondents are highly satisfied with the leave policy of the organisation , 17% respondents are satisfied with the leave policy , and the remaining 18% respondents have neutral opinion with regard to leave policy and remaining 55% respondents are dissatisfied with the leave policy prevailing in the organization.

**Table 8 : Reason for choosing the job**

<b>REASON FOR CHOOSING THE JOB</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Lack of education	9	15
Lack of finance	39	65
Family problems	12	20
Total	60	100

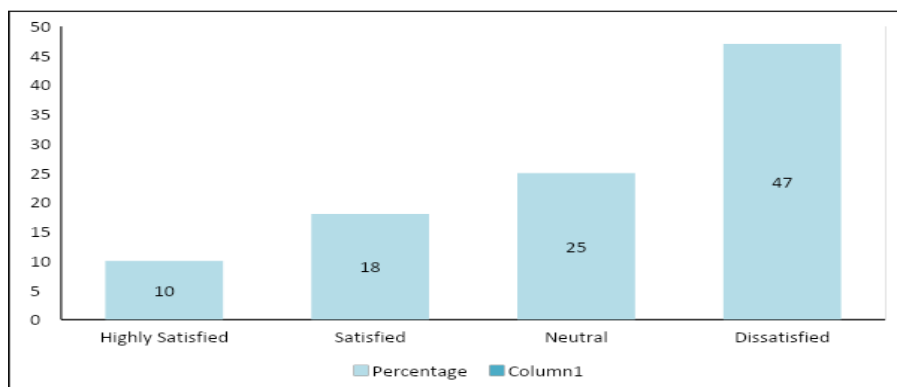
The data shows that 15% of the respondents have the opinion that they have chosen this job due to lack of education, 65% of the respondents have chosen this job due to lack of finance and 20% of the respondents have chosen this job due to family problems.

**Figure 1: Satisfaction regarding the work environment**



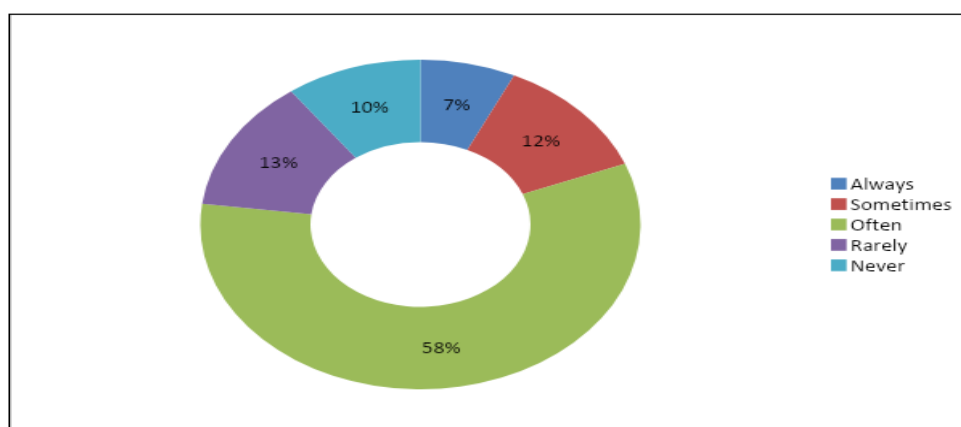
The data shows that 7% respondents highly satisfied regarding the work environment, 63% respondents satisfied regarding the work environment, 13% respondents are neutral in their opinion and 17% respondents are dissatisfied regarding the work environment provided by their organization.

**Figure 2 : Salary Satisfaction of the employees**



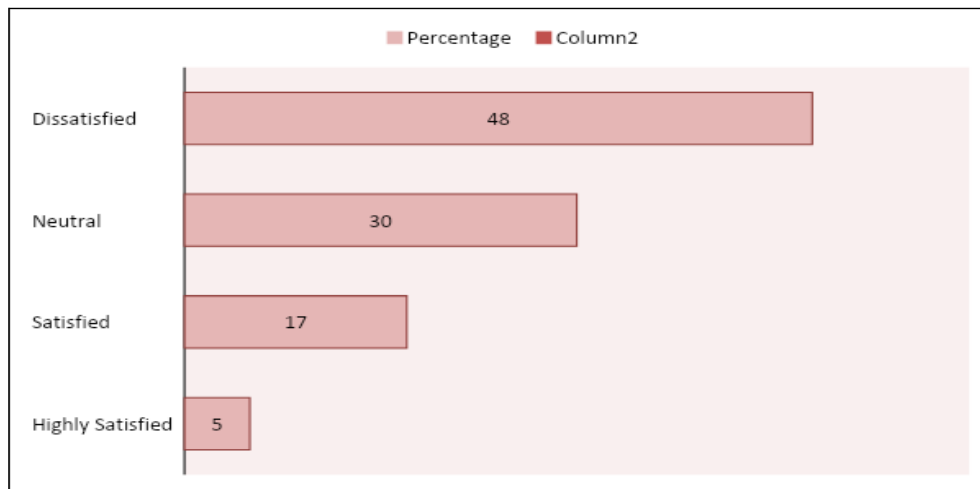
The data shows that 10% of the respondents are highly satisfied with their salary, 18% of the respondents are satisfied with their salary, 25% of the respondents are of neutral opinion with their salary and 47% of the respondents are dissatisfied with their salary.

**Figure 3 : Ability of employees to balance work life**



The data shows that 58% respondents frequently maintain their work life balance, while 7% respondents are always able to maintain their work life balance and 10% respondents are never able to maintain their work life balance, 12% and 13% of respondents are of the opinion that they can sometimes and rarely maintain a work life balance respectively.

**Figure 4: Satisfaction regarding promotion policy adopted by the organization**



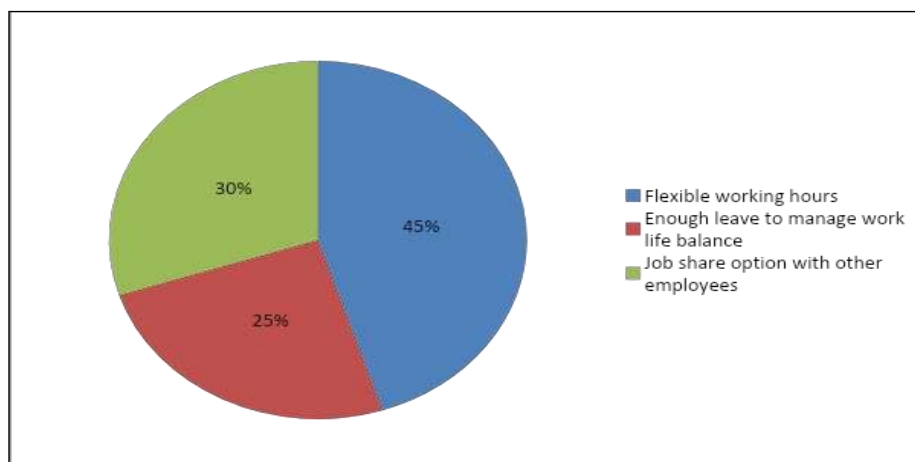
The data shows that 5% respondents are highly satisfied with the promotional policy of the organization, 17% respondents are satisfied with their promotional policy, 30% respondents have neutral opinion regarding the promotional policy and remaining 48% respondents dissatisfied with their promotional policy.

**Table 9: Work life balance initiative taken by the organization**

RESPONSES	No. of respondents	Percentage
Yes	20	33
No	40	67
Total	60	100

The data shows that 33% of respondents have the opinion that their organization consider work life balance, but the remaining 67% of respondents have the opinion that their organizations are not considering work life balance.

**Figure 5: Steps or factors taken by their organization as part of work life balance**





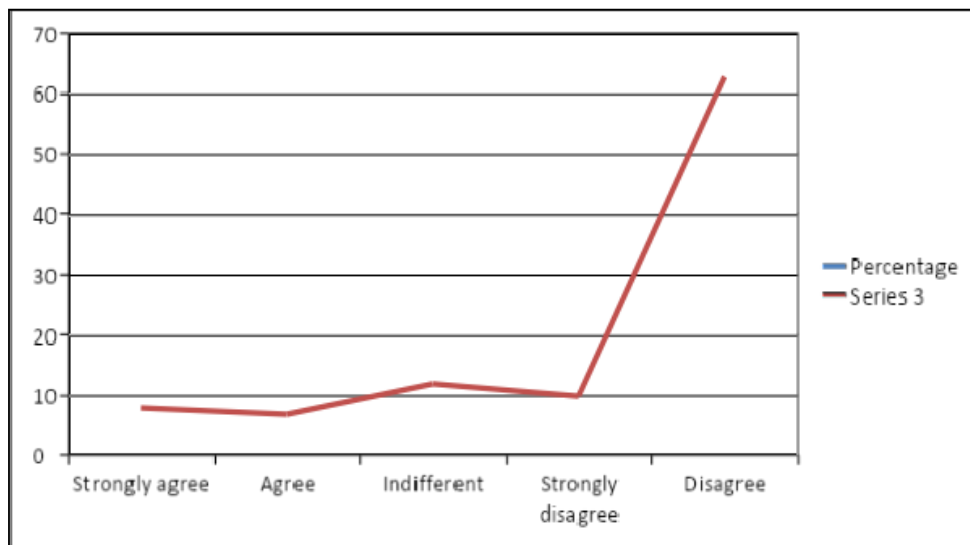
The data shows that 45% respondents have the opinion that their organization provides flexible working hours, 25% respondents said that organization provides enough leave to manage work life balance and 30% respond that organization provides job share option with other employees.

**Table 10 : Availability of break time in the organization per day**

BREAK TIME	NO. OF RESPONDENTS	PERCENTAGE
Once	30	50
Twice	22	37
Thrice	5	8
More than 3 times	3	5
Total	60	100

The data shows that 50% respondents gets one break per day, 37% respondents gets two breaks per day, 8% respondents gets three breaks per day and remaining 5% avail more than 3 breaks per day.

**Figure 6: Opinion of employees regarding customized work life balance policy**



The data shows that 63% of the respondents strongly agree with the customized work life balance policy, 7% of the respondents agree with the customized work life balance policy, 12% respondents have indifferent opinion regarding customized work life balance policy, 10% respondents strongly disagree with the customized work life balance policy and remaining 8% respondents disagree with the customized work life balance policy.

**Table 11: Working Provisions provided by the organization**

<b>WORKING PROVISIONS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Telephone for personal use	30	50
Counseling services	5	8
Health programs	3	5
Relocation facilities and choices	7	12
Other	15	25
Total	60	100

The data shows that 50% of the respondents avail telephone facilities during their working hours , 8% of the respondents avail counseling services and 5% of the respondents avail health programs, 12% of the respondents avail relocation facilities and choices and the remaining 25% of the respondents avail other working provisions in their organizations.

#### **SUGGESTIONS AND CONCLUSION**

- Better salary need to be provide to sales girls
- Provide government support for improving living and working condition of sales girls
- Management must ensure room for sanitation and resting place for sale girls
- Management must take initiative to improve the work life balance of the sales girls. In should ensure that employees are happy with their job
- Adequate provision must be arranged regarding the break time of sale girls
- There must be strong trade union for women employees in unorganized sector
- Sales girls must allowed to sit amidst of their working hours
- Health programmes must be conducted for the welfare of sale girls
- Working time of employees must be standardized
- Management should avoid factors affecting women employees like overtime, work on holidays etc.
- Step should be taken to provide flexible working hours to the sales women
- Counselling programmes must be arranged to understand the sales girls problems and also enable them to get a solution for their problems
- Regular exercises, meditation and other soft skill practices can improve the emotional balance of the employees
- Periodic check of CCTV footage and inspection by labour officer is needed to make sure about their 'right to sit'
- Adequate measures should be taken by the authorities to appoint sales girls according to the workload in the organization.

Work life balance is an important factor which increases the morale of employees. So it is important to introduce statutory provisions in this unorganized sector. The key role of management is to understand the critical issues of sales girls, and integrate it into the organization's policy. People working in the unorganized sector should get better working conditions and better pay. There should be some authorities to make sure that employees working in the unorganized sector are getting their basic rights.

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