

Effective Balancing of Work and Life by Women Micro Entrepreneurs- A Qualitative Study

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Abstract: We are now experiencing the strength of women micro entrepreneurs all over the world. Even though they are facing so many hurdles in family atmosphere as well as at their workplace, they can manage both the venues equally by the help of family, co-workers and the management of the enterprise. They are able to manage the responsibilities at home with the help of husband ,children and other family members. They are well versed with the duties at their enterprise, have high rate of confidence and are able to take risks for the betterment of the enterprise through discussion with fellow workers and with the help of boosted morale. Because of the presence of a higher emotional empathy women micro entrepreneurs are able to make a team rapport and chemistry with all the stake holders of the enterprise and home equally so that they get better empowerment. We recommend more awareness classes to the entrepreneurs and their family, medical camps , recreational activities ,leisure trips, motivational classes so that the entrepreneurs can minimize the dual role conflicts and there will be a positive attitude for the family members of them .

Key Words: Women micro entrepreneurs, Personal satisfaction, Work life Balance

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I. Introduction:

Women entrepreneurs need to be encouraged to take up leadership roles. They can overcome their inhibitions. They are assured that they do hold the potential to lead teams and run a business. Providing leadership training and creating peer support groups, can help boost confidence that will allow better business decisions.

Women struggle to balance their lives. They tend to believe that their work life is different from their social life .Instead, women need to focus on consciously blending the two aspects which will help ease the struggle of the juggling act.

Interacting with like-minded women can be one of the easiest ways for women to address their challenge as women entrepreneurs. Meeting other women leaders can inspire creativity, build knowledge and make future business goals seem attainable. For this, women leaders not only need to be open to learning but also sharing from like minded entrepreneurs.

An observing pattern against women entrepreneurs is that while careful attention is paid to the critiques, women leaders often tend to brush their victories as they are more steady in their focus towards improvement.

Women entrepreneurs need encouragement and support to start a business with ideas that resonate with their abilities, interests and skills. Peer-to-peer learning platforms and associations serve as the best way for women to interact with like-minded leaders who over a period of time evolve as a strong support system.

II. Review Of Literature

The studies of Monika Talreja (2017) through her article revealed that unlike men counterparts, women opt entrepreneurship to manage both the domestic and business chores simultaneously along with earning capability with family commitment Despite of the increasing number of women obligations, little attention has been paid towards the actual expectative and true picture of entrepreneurship along with the extent to which entrepreneurship offers an improved WLB.

According to Vasan.M(2016),through his article problems and prospects of women entrepreneurs, the increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women owned business enterprises are playing a more active role in the society and in the economy.

As per the studies of Sucheta Agarwal (2015),in order to overcome role conflict, they need to balance between work and personal lifestyle. To gain more flexibility and control on their work and personal obligation, women start up their own business.

Ajay.K.Jain and Shali Srivastava (2012) studied the women entrepreneur’s psychological well being as supported by their family members in terms of support network so that effect of role overload and dependent care should be minimized.

As per the studies of Rincy.V.Mathew and N.Panchanatham(2011),the major factors influencing WLB of women entrepreneurs in India are role conflicts, parental care issues and support network. The study recommends for authorities to deal with the major WLB issues faced by Indian women entrepreneurs.

Nel,Matriz & Thongprovati(2010) says that women entrepreneurs play a significant role in contributing to the growth of the global and local economy and many of these contributions come from a strong emerging trend of women entrepreneurs.

Pamela.F.Resurreccion & Ramon V-del Rosario (2010) says that Philippine women entrepreneurs are always determined to be with spouse, children and family members in addition to their work at enterprise by managing time effectively.

RESEARCH GAP: Large number of scholars studied about the problems and challenges faced by women micro entrepreneurs. Also they have studied about the possible ways by which women can overcome the challenges. But nobody turned about the after effect of remedial measures taken for reducing the limitations of women micro entrepreneurs. Hence, it is highly important to study how women entrepreneurs overcome role conflicts and balance work and family life.

OBJECTIVES

- **To study the relation between professional and personal life of women micro entrepreneurs.
- **To analyze how women entrepreneurs manage their work and family life equally.
- **To find out the role of personal satisfaction in maintaining a stable and balanced life.
- **To study the relevance of attitude of family members.
- **To discuss the influence of attitude of friends and team mates.

III. Methodology

Personal interview is the major tool of data collection. It is based on structured questionnaire. The secondary data is collected from various sources. All the data are arranged in tables and analysed using statistical tools.

ANALYSIS

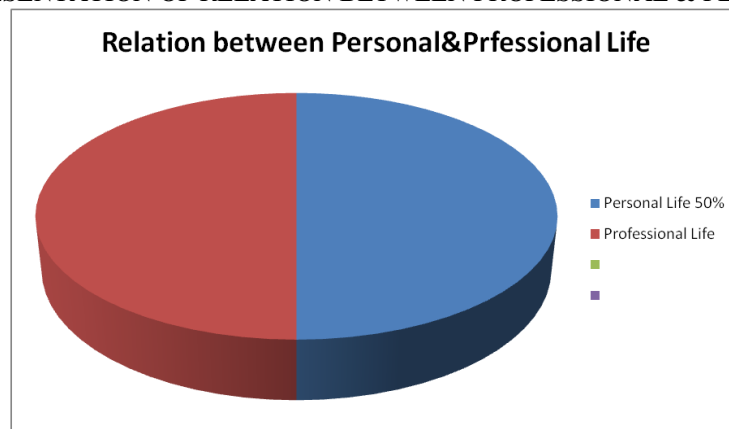
The primary data collected from 50 women entrepreneurs of five SHGs were analyzed by statistical tools and the following results were obtained.

IV. Result & Discussion

TABLE.I RELATION BETWEEN PROFESSIONAL & PERSONAL LIFE

Sl.No	Specification	No. of hours spent	Percentage
1.	Personal Life	8	50%
2.	Professional Life	8	50%

GRAPHICAL REPRESENTATION OF RELATION BETWEEN PROFESSIONAL & PERSONAL LIFE

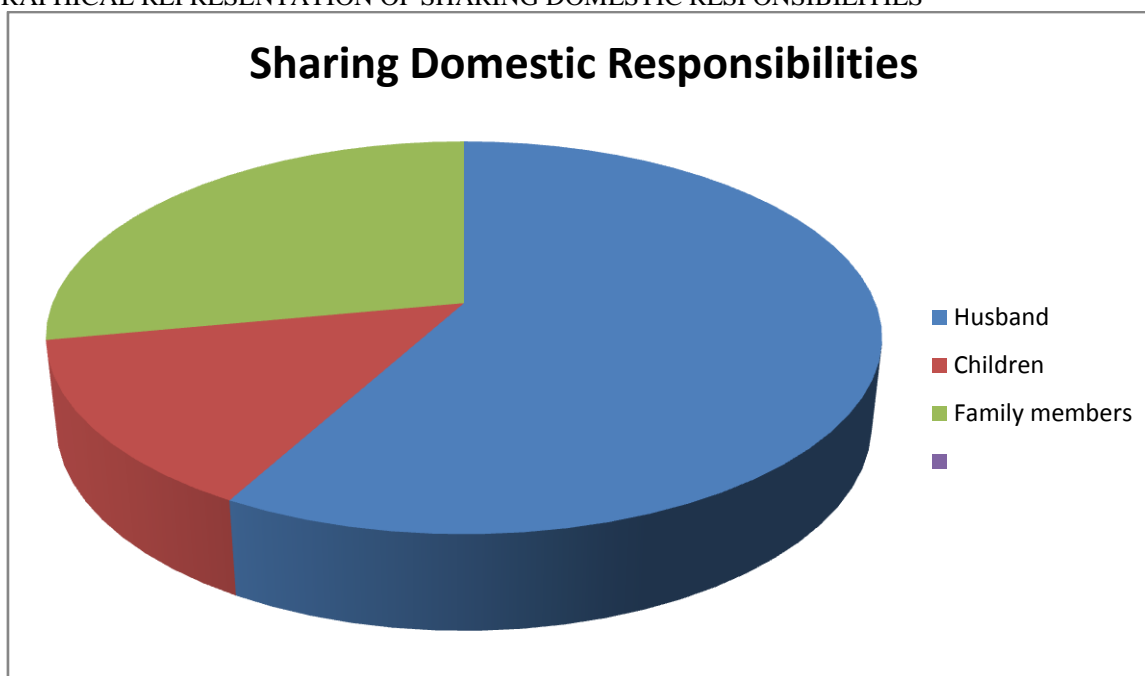


On verification of the data collected from women micro entrepreneurs, it is found that they spent equal time with family and at workplace. That means women are able to manage work and life equally. There lies a strong balance between work and life.

TABLE.II SHARING OF DOMESTIC RESPONSIBILITIES

SL. NO.	TYPE OF UNIT	HUSBAND	CHILDREN	FAMILY	TOTAL
1	ORGANIC FARMING	5	2	3	10
2	NUTRIMIX	6	4	-	10
3	RAILWAY PARKING	6	-	4	10
4	TAILORING	7	-	3	10
5	CAFÉ&RESTAURANT	5	1	4	10
	TOTAL	29	7	14	50
	PERCENTAGE	58	14	28	100

GRAPHICAL REPRESENTATION OF SHARING DOMESTIC RESPONSIBILITIES

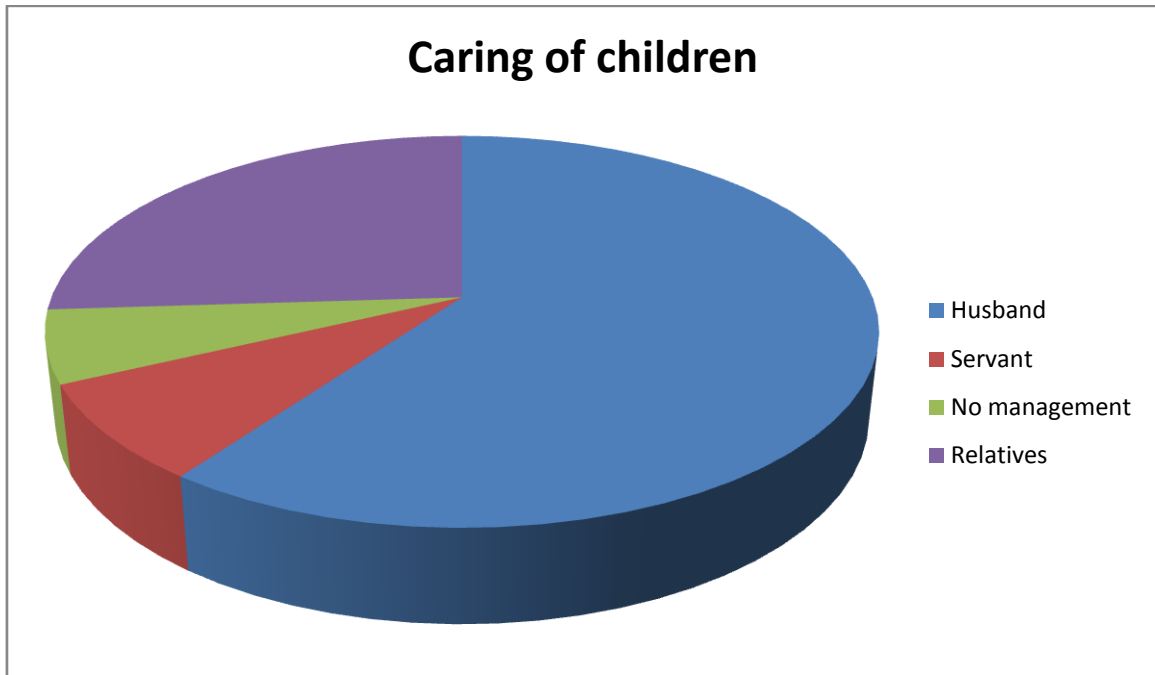


Women entrepreneurs share their responsibilities with husband, children and family members. Out of 50, about 58% of them share homely responsibilities with husband, 14% share homely responsibilities with children and 28% share homely responsibilities with other family members. That means the support of husband is very important for women workers. In fact this sharing improves the confidence and personal satisfaction to a greater extent.

TABLE.III CARING OF CHILDREN

Sl. No	TYPE OF UNIT	HUSBAND	SERVANT	NO MANAGEMENT	RELATIVES	TOTAL
1	ORGANIC FARMING	6	2	-	2	10
2	NUTRIMIX	6	1	-	3	10
3	RAILWAY PARKING	6	-	1	3	10
4	TAILORING	7	-	1	2	10
5	CAFÉ&RESTAURANT	5	1	1	3	10
	TOTAL	30	4	3	13	50
	PERCENTAGE	60	8	6	26	100

GRAPHICAL REPRESENTATION OF CARING OF CHILDREN

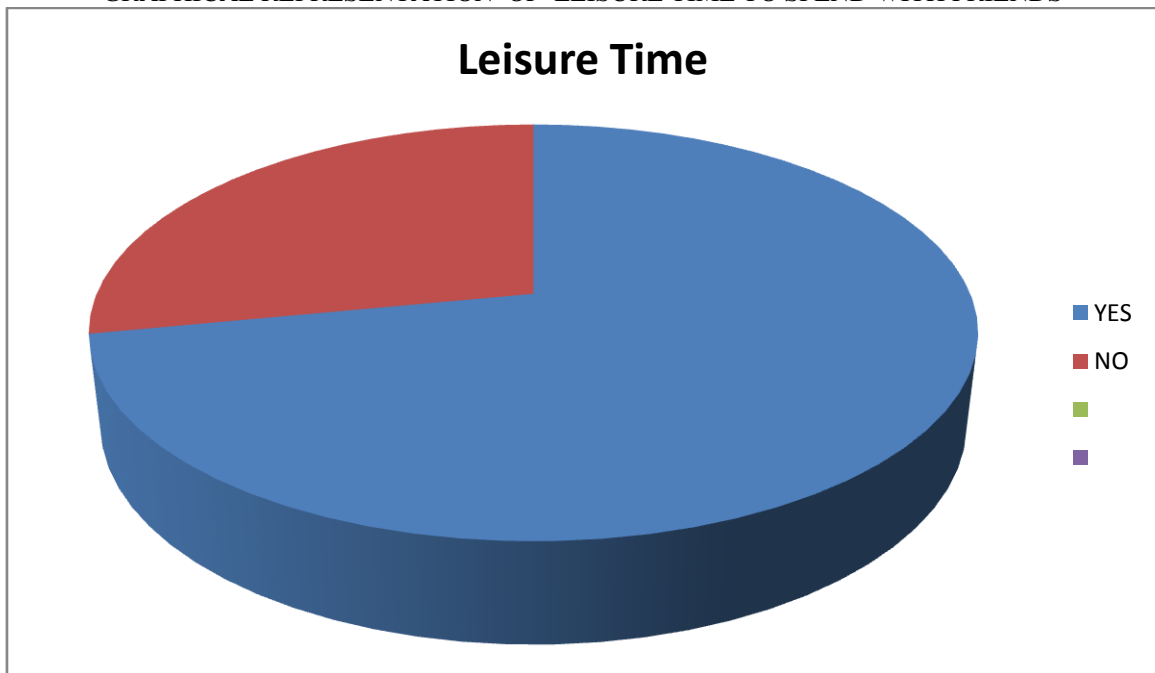


In order to look after the children, husbands take more responsibility.60% of husbands are taking care of their children,8% taken care by servants,6% are having no management and 26% are taken care by the relatives. On finding that our children are taken care of, women entrepreneurs have higher personal satisfaction and are more interested to take risks for the enterprise.

TABLE.IV LEISURE TIME TO SPEND WITH FRIENDS

Sl.No.	Response	No. of Respondents	Percentage
1.	YES	39	78
2.	NO	11	22
	TOTAL	50	100

GRAPHICAL REPRESENTATION OF LEISURE TIME TO SPEND WITH FRIENDS

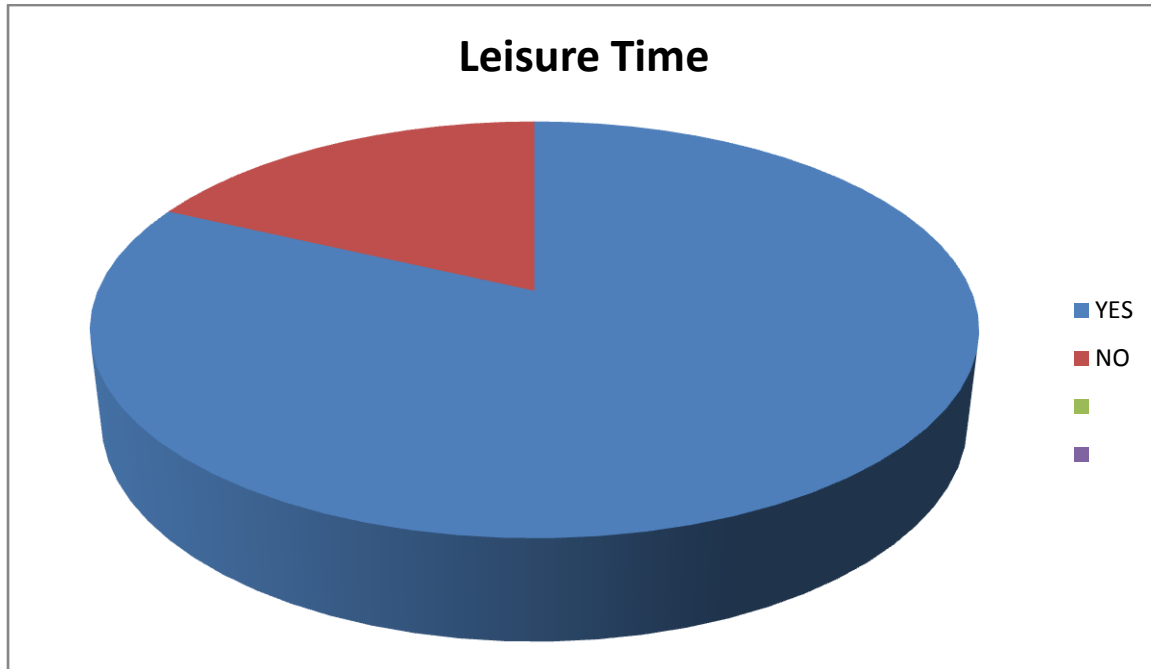


Here out of 50,thirty nine ie,78% of women are able to spend their leisure time with friends. Women micro entrepreneurs take initiative to find leisure time to spend with their friends. They are having casual discussions about homely matters and occupational problems. Normally their discussion leads to number of solutions By this, they are able to manage the difficulties both at home and workplace, thereby women are able to handle work and home in a relaxed mood.

TABLE.V LEISURE TIME TO SPEND WITH HUABAND & CHILDREN

Sl.No.	Response	No. of Respondents	Percentage
1.	YES	41	82
2.	NO	9	18
	TOTAL	50	100

GRAPHICAL REPRESENTATION OF LEISURE TIME TO SPEND WITH HUSBAND & CHILDREN



Out of 50 respondents 41 are used to find time to spend with husband and children so that they are able to share their worries ,difficulties and tensions at home. When they discuss things with loved ones, they are able to take suggestions and corrections so that a smooth atmosphere can be developed at home which will definitely increase the satisfaction level.

TABLE.VI SATISFACTION LEVEL OF WOMEN ENTREPRENEURS

Sl.No	Response	Number	Percentage
1	Enterprise	8	16
2	Home	22	44
3	Enterprise & Home	14	28
4	Leisure/Recreational activities	6	12

GRAPHICAL REPRESENTATION OF SATISFACTION LEVEL



As the responsibilities are shared, women have most satisfaction at their home. Out of 50,44% of the entrepreneurs are personally satisfied with home. ie, the maximum.28% of the women are satisfied both with home and enterprise.16% satisfied with their enterprise while 12% with leisure time and recreational activities.

V. Conclusion

Women entrepreneurs are able to explore new techniques and new works, provided their loved ones must support them. They are ready to take new risks, can have some great impact to the way one would look to the growth of the enterprise.

Women entrepreneurs are interested in discussing official matters by encouraging healthy discussions amongst teams which results in developing morale and confidence of other team members. Also, women entrepreneurs are able to take any responsibility in their office. Women leaders are more empathetic than their counterparts, so they are able to build team rapport and good chemistry with fellow people. Since, the responsibilities both at home and workplace are shared by husband, children, other family members and team mates women entrepreneurs are able to balance both work and life effectively.

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