

## **INTRODUCTION**

### **1.1: Introduction:**

The early years in India were closely related with the well practiced cultures, traditions, customs, values and ethics which regularly evolved along with the societal decorum. As time has passed few things have now differed, but when we look towards Indian context of following the above, they are still practiced in Indian minds. As a part of research there is a wide scope to study the behavior and its impact which makes on the day-to-day responsibilities of people. With lot of efforts and studies it is found that there are many intrinsic disadvantages related to the traditional mindset and the stringent etiquettes, but if we look on the current scenario the practices are changed where we find different roles are undertaken by the men and women. Due to time limitations and role overload the situation leads to improper balance which creates many issues related to work life balance. The research consists of the concept of work life balance which is an important part of balancing one's life with his/her professional that is work and with the family responsibility. In the Indian society there is wide gap which make you think about the orthodox culture, family responsibility, gender biases, segregation between female and male practices which has influence on each individual's life and increases the issues of work / family balance.

**1.2. Importance Of Work Life Balance:** The work-leisure term was first invented in mid 1800's in European countries, and then slowly it developed as work life balance. As time passed there has been a shift in the workplace criteria also. The rapid increase in advanced and sophisticated technologies it is more feasible for an employee to keep pace with work even when he is enjoying in his leisure time with family. The advancements in technology have made the people easily accessible to information and to communicate with one another and complete tasks on time. This also allows flexibility in the workplace but creates a lack of distinction between work and family. If a person is not able to find time for relaxation and recharging, the ability to do the work starts decreasing and as a result their performance level also goes down. As a result person that spends time with friends and family can

return to work refreshed and ready to do their job efficiently. People who are unable to create work life balance can suffer from stress, burnout of work, physical ailments and other health issues. Due to change in life style people suffer from different health issues like high blood pressure, diabetics, generic disorders, pregnancy issues, high stress levels, obesity, sleep disorders, etc which indirectly affect the health and working ability of people. This disturbs the person's way of working and the responsibilities which he has to undertake of his family. Various responsibilities towards family are looking after dependent parents, child rearing and caring, belongingness towards spouse, fulfilling the necessary needs, maintaining relations with friends and society. Responsibility towards work- fulfilling requirement of work place, job and duties allocations, completion of task on time, career development wherever needed, to handle pressure of work, boss supremacy, comparison between colleagues. This all makes a person more conscience about the roles which he / she overcome's at workplace and in family life. So sometimes it becomes very difficult to handle and control the personal and professional life simultaneously. Then this is the point where individuals need to wait and look into the concept of work life balance.

Work life balance is focused as a balance in family and the position in career of one's life. As this statement stands it is now more considered as an apprehension towards the relationship between balancing work life and personal life. As a couple they just do not have to concentrate on work in work place but they also have to fulfill the other responsibilities as a couple. It is not only the work at workplace but also some concerns about the priorities in social life. These are some of the 'family friendly' goals of individual which are related to all aspects of balancing one's work life and personal life.

Work life balance is the balance with in the family and work profession of an individual. This is related with the happiness and satisfaction which comes through the overcoming of some responsibilities. The responsibility also comes as to manage their tasks and the tasks related to their dependent family members who include children and elderly parents. A comfortable state of equilibrium can achieve work life balance in primary priorities of their employment and their private lifestyle.

As per Maslow's hierarchy of need theory there are few needs which have relation with human beings desires.

**Physiological needs:** The physiological needs are the basic needs which include the needs of food, water and shelter.

**Safety needs:** The safety needs are to provide safe and secure physical and emotional environment and environment that is free from threats to continue existence.

**Love and Belongingness needs:** These needs are related to the individual's desires to be accepted by society and peers to develop friendship.

**Esteem needs:** This focuses on an individual's desire to have a positive self image and also to receive a recognition, attention and appreciation from others for their contribution.

**Cognitive needs:** This need has a desire to gain knowledge and understanding with fulfilling the need of meaning and predictability as they start achieving a growth path.

**Aesthetic needs:** This need focuses on the creativity, designing and artistic aesthetic of humans life. The need also throws a light on the beauty of the needs which we may gain after having a proper order and beauty in place.

**Self actualization needs:** The highest need category is self actualization in which the individual is concerned for developing himself for its full potential. As an individual it is considered to be self motivated with confidence within to overcome the lacking qualities and to become what is desired to be of an individual.

As the above consideration the Maslow's needs theory is a part of our path to achieve the goals. Researcher suggests that lack of work life balance leads to work family conflict and it impacts on job satisfaction, family satisfaction and in end to life satisfaction. (Kopelman, Greenhaus & Conolly in Foley & Powell 1997) As time passed people started becoming more creative and to manage both the demands of work and family. Work life balance is an issue for most of the employees, but

particularly for women it is more related as they have many responsibilities at the same time. In recent years there has been a rapid change in the family structure and the roles with them. As the number of women employees have now increased in workforce. The rise in women employees in workplace has changed the lifestyle. (Malveaux 1990) Assuming that a women's role is to take primary responsibility for the care of the family are now historical. This is one of the most significant changes in the composition of the family where women are having fewer children and much later in their life. As years have passed the roles have changed, but some of the duties and responsibilities are suppose to be taken care by only women which include child rearing and family socialization for children upbringing.

### **1.3. Work Life Balance:**

'Work' this word was taken way back from 1800's as time evolved the concept of work kept changing accordingly. In 1970's for the first time 'Work life balance' this was introduced by few researchers in United Kingdom. In 1977, Rosabeth Moss Kanter wrote on work and family in United States of America. That was the beginning of this concept 'Work Life Balance'.

Work life balance is a term used at a broadest sense to define it as a level of satisfaction which involves multiple roles of an individual's life and is able to complete all the responsibilities. (Hudson, 2005). Work–family balance is defined as “the extent to which individuals are equally engaged in and equally satisfied with work and family roles” (Clark, 2000; Kirchmeyer, 2000).

Lockwood (2003) defined the term from the viewpoint of employer, and of the employee. From Employees' viewpoint: “It is the dilemma of managing work obligations and personal/family responsibilities” and from Employer's viewpoint: “It is the challenge of creating a supportive company culture where employees can focus on their jobs while at work”.

U.K. organization, Employers for Work-Life Balance (2005) defined work life balance as “people having a measure of control over when, where and how they work, leading them to be able to enjoy an optimal quality of life”.

Swamy (2007) defined work life balance as a practice that is concerned with providing scope for employees to balance their work with the responsibilities and interests they have outside work.

Work life balance is a balance which is to be maintained between both responsibilities at work and home. Researcher (Estes, Michael 2005) usually referred that organizational support for family members who are dependents, flexible work hours, for personal needs, working from home, job sharing options, family leave programs, onsite childcare, assistance for childcare and eldercare services.

Because of the social, political and economical changes in societies there is an continuous influence on both the nature of employment and its relationship to the life other than work. Work life balance is an emerging topic in recent years as it is fuelled in part by changing trends in the working pattern and social roles of an individual. As Indian mindset, it is taken for granted that the male are the economic support system for families and while the women are for domestic work, child bearing and child rearing. In early years women have not worked for their good status or taken any challenging responsibility as a managerial or official roles. But as the time have changed women has gained that respect in society and overcome all barriers to take all sorts of responsibilities and fulfil all the criteria. From reproduction to all household chores and outside, their role as worker is major, unique and oppressive. But they are discriminated and demoralized all over.

#### **1.4. Professional Couples:**

Work life balance is gaining importance in everyone's life. As both husband and wife are working to share the responsibilities of high cost of living, financial demands and fulfilling the requirements of family members. First in traditional Indian context only men were allowed to work but after Independence of India and as time passed the situation changed. Women are now getting the opportunities to go out and work to support their family financially. Both men and women are working and shouldering equal responsibilities at workplace and in the family. Professional couple is also known as dual-career couples. Dual-Career couples has been defined as "a married couple where both husband and wife have different careers" (HR Dictionary, 2011) "For dual-career couples and working women, it is difficult for them to balance and

take responsibility of work and family at the same time (Jackson and Mathis, 2007) and the situations becomes even more challenging when the couple have children. The major concern of Dual Career Couple is that both as partners' should be having upward careers and maintain a happy family life.

**1.5. Objectives of the study:**

1. To study the various issues related to work life balance.
2. To study its impact on professional couples.
3. To study the perspectives of professionals about work life balance.
4. To study the problems related to professionals work life.
5. To analyze the balance between couples personal life and career life.