

A Study on the Work Life Balance of Women in Telecommunication Industry- A Review of Literature

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ABSTRACT--Analysing the facts and figures, women generate just 17% of the India's GDP. From the census of 2011, it is calculated that women labour workforce has declined from 35% to 26.6% at present against 53.26% of men. It is seen and proven that agriculture accommodates larger section of the women in comparison to any other sectors, also 13% of the agricultural land is controlled by women. Even after the law has been passed for equal pay to bring equality, women are paid 62% lesser than that of the men. The data for this research paper is collected from the secondary sources. The research paper highlights the life of the women while they work and the way they bring balance to their life. It was found that hindrances from the work and home balance affects the physical and psychological conditions of women and they did not get any 'me time' or personal life between that.

Keywords--Work life balance, women, telecom sector

I. INTRODUCTION

Indian population is the home to 18% of the world's population whereas, it has around 48% of the women and less than one third of the women are actively working or searching for job of 15 years or older(Hajela, 2012). World bank and other institutes are running schemes to bring equality on the basis of gender but due to women holding themselves back 60% of the population is suffering from poverty and most of the are women and girls. Today empowering women is the sore subject of every speech or rally or any political party but the motivation comes from inside (from family or within)(Bindra S, Sinha A.G.k, 2015).

Analysing the facts and figures, women generate just 17% of the India's GDP. From the census of 2011, it is calculated that women labor workforce has declined from 35% to 26.6% at present against 53.26% of men. It is seen and proven that agriculture accommodates larger section of the women in comparison to any other sector, also 13% of the agricultural land is controlled by women. Even after the law has been passed for equal pay to bring equality, women are payed 62% lesser than that of the men(Emslie & Hunt, 2009)(Albertsen, Rafnsdóttir, Grimsmo, Tómasson, & Kauppinen, 2008).

Empowerment could be defined as the self- dependence and self-determination so to increase the interest to be responsible and self- determined. India and World Bank continuously campaigns to empower women so that they can acquire the rights and responsibility that were assigned to them by law(Narayan, 2007). Empowerment of women is emphasised so that they can stand against any mishappening for themselves from others and can enjoy their responsibilities and as a leader to lead their personal, professional and family life happily and successfully(Mehra, 1997)(Amichai-Hamburger, McKenna, & Tal, 2008).

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Women from birth carries an epitome of balancing their life be it a girl or married women. It seems to be the paragon theory but it is unmanageable and tiresome for a woman to maintain their daily life balancing in such a way. The hectic schedule and to maintain everything with perfection is a greater task. Managing home, children, married life, food and their job all together is burdensome (Hakim, 2006).

Telecommunication is the industry with telephone services and internet service provider and is divided into 7 further industries namely- telephone service providers, infrastructure equipment, 5G, mobile virtual network operator (MVNO), white space spectrum and broadband (Boohene & Agyapong, 2014). It is expected that by 2020, India will become 4th largest smartphone industry and will earn about \$217.4 billion. Also, the tendency ratio of the telecom towers will increase by 1.95 times in 2016 to 2.9 times in 2020. From April 2000 to Dec. 2018 there was an inflow of \$32.45 billion. It is expected that by 2021, Mukesh Ambani's reliance Jio info communication ltd. will reach to the no. 1st position in India in revenue (Agrell, Lindroth, & Norrman, 2004).

Workers in telecom industry has about 225,000 in India but women staff is lesser than expectation. A report by economic times published that women are better than men in certain kind of jobs including front desks etc. because they carry the aura of decency and calmness (Green & Haraway, 2006). So, companies like airtel, Idea, Vodafone and Reliance Jio preferring to empower women and promote gender diversity by hiring more than 70% of women divulged by Times jobs Outlook survey (Djelic & Ainamo, 2005).

At present, Vodafone (the second largest telecom industry) has already empowered women by hiring 52% women with 120 from college campuses (Siddiqui, 2011).

II. LITERATURE REVIEW

Indian society is a male focused society and it is calculated that only 18% of the women are empowered today. It becomes difficult for every woman to make a healthy balance between work and life. But to empower women it is important for every woman to tackle all the conflicts of their daily life. The increasing struggle of women to make a healthy balance between work and personal life brings conflicts, disagreement and feeling of apathy in women and leads to worst physical conditions (Nightingale, 2006) (Clayton & Collins, 2014).

Focussing on the work-life balance of women there are 3 kinds of conflicts women conquer were analysed and *i.e.*

1- Time Based Conflicts

Time is the only matter that complicates the whole situation. Working 9 hours it is difficult for a woman to manage any other task. In every organization it is compulsory to maintain at least 9 hours of work. Waking up early morning then the whole day fatigue and then returning and cooking or making time for their personal life becomes hectic for every woman to maintain (Devos, Spini, & Schwartz, 2002).

Therefore the 64% of the educated women (in comparison to the 80 % of men) would work and empower but with the shorter span of time and responsibility over them of their house drags them not behind men. It is also analysed that women are paid lesser than men, which makes more difficult for women to work harder (Devos et al., 2002).

But with time companies are taking initiative to empower and hire more women in comparison to the men because of the analysis that women are better than men in certain fields (Bear, 2016).

2- Strain Based Conflicts

Strain conflict can be defined as the psychological and physical strains that affects the daily work. Women are physically different from men and gets tired more easily. It is difficult for them to manage home and office at the same time with perfection(Steiber, 2009)(Eagle, Icenogle, Maes, & Miles, 1998).

Physical and psychological fatigue can lead to inefficient and ineffective work both at home and work life. Strain based conflicts brings disappointment, dissatisfaction, anxiety and tension in the individual and holds them back from working. The incompetency in maintaining a healthy balance between personal and working life ceases women to work(Darshani, 2014).

3- Behaviour Based Conflicts

Behavioural based conflicts emerge when there is work and family related conflicts within women. Work related conflicts are those which emerges in work place like the responsibility or duties related conflicts or the interpersonal conflicts that indicates the lowering level of work similarly the inner conflicts or the personal conflicts with family also affects the working by a women(Van Doorn, Hengeveld, & Weissing, 2003).

Behavioural based conflicts arouses when there is work interference with personal life (WIPL) (there is hindrance of work between the personal life brings irritation and lack of interest in work), personal life interference with work (PLIW) (when personal life comes in between the work is also negative for oneself as well as for the organization) and work/ personal life enhancement (WPLE) (when both personal and work life coincides with each other and feeling of apathy in women)(Hemelrijk, 2002)(Aureli, Cozzolino, Cordischi, & Scucchi, 1992).

III. METHODOLOGY

The data for this research paper is collected from the secondary sources. The research paper highlights the life of the women while they work and the way they bring balance to their life. From the above detailed literature review it is analysed that women suffers from chronic stress and lacks vigorness in their daily lives.As per the statistics of 2013 and 2014, only 57% of the women are in labour force,whereas, out of this 57% women about 69.9% are mothers. From the survey of Bustle trends group survey of 282 women – 48% women lacks work life balance whereas, 39.6% of women left their jobs because they lack the balance and couldn't overcome. The 60% of the women facing backwardness and poverty are women and girls. It is proven that women are paid 62% lesser than men. This paper is the review of literature and any researcher can use it by adding their primary data.

IV. ANALYSIS AND FINDINGS

From this paper we analysed that women are suffering from the lack of time balance with respect to that of physical and behavioural conflicts. These conflicts bring disputes and disagreement in their lives. Women become unmanageable to balance their work life with that of their personal life with kids and family. It becomes difficult for them to handle kids with continuous calls and after work requirements. Analysis from the above methodology from secondary sources concludes that hindrances from the work and home balance affects the physical and psychological conditions of women and they did not get any 'me time' or personal life between that.

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