

	<div>ORIGINAL RESEARCH PAPER</div> <div>BALANCE OF MARRIED WORKING LADIES IN WORK-LIFE STYLE IN CITIES: THE CHALLENGES AND STRESS TACTIC MANAGEMENT.</div>	<div>Management</div> <div>KEY WORDS: Balance in Work-Life, Working housewives, Challenges, Strategies, knowledge -driven economy.</div>
Dr. Joy Singha Mishra	Professor, Dept. Of MBA, ABIT	
Aviba Priyadarsini		
Salooni Mishra		
ABSTRACT	The purpose of this paper is to study how married working women shifted mentally and physically towards economic shifting to fulfill their social needs. The research article investigates balance in the work-life of working women in Cuttack and Bhubaneswar. The objective is to focus on the challenges faced and the way they adapt to manage their professional and personal responsibilities. The increasing workload at personal level with the technological upgrades like usages of advanced mobile phones, notepads, laptop, and all other gadgets etc. that make life integrated with personal and professional to create stress. It is difficult to manage both in the knowledge age fronts which impacts one's physical, emotional and societal security. This report aims to examine the difficulties encountered by married working women in maintaining a balance between their personal and professional lives. In today's rapidly evolving environment, human resource professionals are looking for strategies that can positively influence their organizations' performance, enhance employee satisfaction, retain skilled employees, and adapt to emerging workplace trends. This article offers HR professionals a historical overview, relevant data, and potential solutions to improve work-life balance for both organizations and employees. The key challenges, such as global competition, the complexities of personal and family life, and a family-oriented workforce, further obscure the quest for balance. The report suggests ways for organizations to foster a more supportive atmosphere that not only promotes work-life balance but also boosts the morale of female employees.	
	<div>INTRODUCTION</div> <p>In earlier centuries, women's roles were primarily confined to domestic spheres, with some working in factories, on farms, or in shops. Opportunities for women to pursue higher education were scarce, often dependent on the attitudes of their fathers and husbands regarding women in the workforce. However, education has empowered women, enabling them to build strong careers. In today's knowledge-driven economy, where intellectual capability is more valued than physical strength, women increasingly seek to participate in various industries alongside men.</p> <p>Nonetheless, the challenge of managing responsibilities at home and in the workplace has intensified. As women marry and become mothers, they often face additional burdens, striving to balance their roles while meeting the demands of their careers. Employed mothers today falsify family obligations with their professional lives, often under significant pressure to excel in both working zones. The combined responsibilities of caregiving and work can weigh heavily on them, particularly in urban settings where the importance of work-life balance has become increasingly critical.</p> <p>This study examines the unique challenges faced by working women in Cuttack and Bhubaneswar as they strive to find steadiness between their professional and personal life expectancy style. Understanding these dynamics is vital for developing effective strategies that can enhance their overall comfort. This report highlights on the difficulties experienced by married working women in these cities as they navigate the complexities of balancing work and personal life.</p> <p>Balance in Work-life refers to achieve the steadiness between the time and energy devoted to work environment and family. It covers to manage professional liabilities alongside personal activities, family commitments, and self-care. Achieving a well work-life balance can lead to reduced stress, improved happiness, and better job satisfaction. Key aspects often include setting and defining boundaries, listing tasks, and managing time for mental and physical relaxation to</p>	
	<p>satisfy personal interests. It varies from person to person, depending on their circumstances and priorities.</p> <p>Work can be defined as any activity that requires effort and is done to achieve a specific goal or outcome. This can include paid employment, self-employment, or unpaid tasks like volunteering and household chores. Work often involves using skills, knowledge, and resources to produce goods, provide services, or accomplish tasks. In a broader sense, work contributes to individual growth, societal development, and economic productivity. The nature of work can vary greatly depending on the field, environment, and the individual's role.</p> <p>Personal life refers to an individual's experiences, relationships, and activities outside of work. This includes family, friendships, hobbies, self-care, and leisure activities. It's where people pursue their interests, spend time with loved ones, and engage in personal growth.</p> <p>Professional life, on the other hand, encompasses all aspects related to one's career or job. This includes work responsibilities, career development, networking, and professional relationships. It often involves the skills, knowledge, and tasks associated with one's occupation.</p> <p>Balancing personal and professional life is essential for overall well-being, as each influences the other. A stress free and satisfied personal life can enhance job performance, while a rewarding professional life can contribute to personal satisfaction. Balancing work and personal life involve intentional strategies and habits.</p> <div>Literature Review</div> <p>Studies by Greenhaus and Buetel (1985) discuss the conflict between work and family roles, while recent literature emphasizes the importance of supportive workplace policies. They explored the pressures faced by individuals balancing multiple roles in work and family, which is highly relevant to understanding the experiences of married working women. Carlson et al (2000) indicates that personal coping strategies,</p>	

6

www.worldwidejournals.com

such as setting boundaries and utilizing social support, are crucial for achieving balance. The status of married working women in urban areas such as Cuttack and Bhubaneswar reflect broader socio-economic trends in India.

(Sharma & Jain, 2019) Cultural Expectations: Studies indicate that cultural norms in India place significant expectations on women to manage household responsibilities, often leading to role overload. In cities like Cuttack and Bhubaneswar, traditional views can exacerbate these pressures, resulting in heightened stress.

(Kumar & Gupta, 2020) Workplace Dynamics: Research highlights that workplace policies are frequently inadequate in supporting WLB. Limited flexibility, lack of childcare facilities, and gender bias can hinder women's ability to manage both work and home effectively.

(Nanda & Rao, 2021) Time Constraints: Time scarcity is a critical factor influencing WLB. Married working women often report feeling rushed, leading to compromised quality in both work and family life. This imbalance can affect their physical and mental health.

(Bhowmik & Sahu, 2022) Support Systems: The presence of supportive family members and workplace policies is crucial. Studies show that women with strong support networks are better able to navigate work-life challenges. This includes shared household responsibilities and employer-provided resources.

(Patel & Mishra, 2023) Time Management Techniques: Effective time management practices, such as prioritization and setting boundaries, are essential strategies employed by married working women. Women often develop personalized routines to maximize efficiency and minimize stress.

(Reddy & Mohanty, 2020) Flexible Work Arrangements: Research indicates that flexible work schedules and remote work options significantly improve WLB for women. Such arrangements allow for better alignment of work and family responsibilities.

(Samal & Dash, 2023) The societal context in Cuttack and Bhubaneswar plays a essential role in seminal the experiences of working married women. Studies suggest that urbanization and economic development are gradually shifting perceptions, yet traditional norms still exert considerable influence (Samal & Dash, 2023). This duality can lead to conflicting expectations, further complicating WLB.

This literature review examines existing research on various aspects affecting these women, including work-life balance, societal expectations, economic contributions, and challenges faced in the workplace. In recent days working women operate multitask to strive for balancing between career with family life, concerns about family obligations significantly impact on work performance, while stressors from the workplace can spill over into family dynamics. This article indicates that married women facing high psychological pressure—such as hutch with extended work hours, tight deadlines, and lack of guidance and are more likely to experience symptoms of depression and general anxiety disorder compared to those with lower psychological demands. These challenges can lead to serious limitations in career choices, hinder opportunities for professional advancement, and force women to choose between a fulfilling career demand and a happy family life. Achieving a work-family balance is essential for individuals to satisfy their defined roles effectively at both levels. Therefore, today it is clear that maintaining the balance between work responsibility and family are highly crucial for working married women, as it directly influences their overall quality of life and underscores the importance of addressing work-

life balance issues.

Objective

- To study the frequency of balancing problems for the married working women at work place in Cuttack and Bhubaneswar.
- To study the effect of work life balance on the quality of life of married working women in Cuttack and Bhubaneswar.

Research Methodology

Data Collection:

This study heavily relies on primary data obtained through questionnaires using google form among working married women and the way they balance their personal and professional life.

Sample Size: Accepted 61. Rejected 39

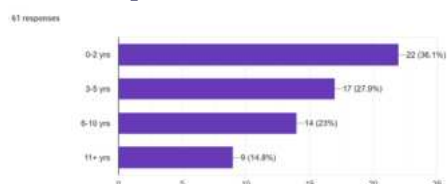
Sampling: Random

Questionnaire Design:

The questionnaire is designed to gather information about how married women balancing there personal and professional life. It includes certain scale of questions to assess the perceptions of stress, motivation, anxiety, support and frustration as well as close ended questions to identify the challenges and strategies faced by married working women and how they are balancing there work and personal life. Additionally, it provides open-ended space for participants to share their experiences and suggestions, ensuring a comprehensive understanding of "Married Working Women".

Data Analysis:

1. Years Of Work Experience:



(Source: Questionnaire survey)

In Cuttack and Bhubaneswar, the year of work experiences of **0-2 years** carries **36.1%**, whereas work experience of **3-5 years** carries **27.9%** and work experience of **6-10 years** carries **23%** and work experience of **11+ years** carries **14.8%**.

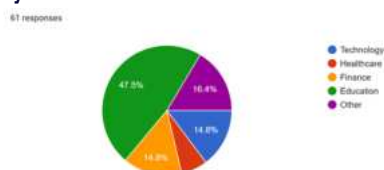
2. Number Of Dependents:



(Source: Questionnaire survey.)

In Cuttack and Bhubaneswar, the number of dependents of **child** carries **11.9%**, the dependents of **old parents/in laws** carry **18.6%**, then **both the child and old parents/in laws** carries **49.2%** and the percentage of **non-dependents** is **33.9%**.

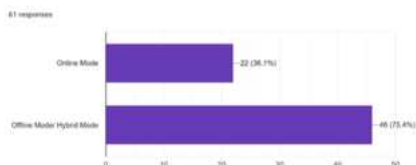
3. Industry:



(Source: Questionnaire survey.)

In Cuttack and Bhubaneswar, the women belonging to **Technology sector** carries 14.8%, the women belonging to **healthcare sector** carries 6.6%, women belonging to **Finance sector** carries 14.8%, women belonging to **Education sector** carries 47.5% and **other** carries 16.4%.

4. Remote Work Option:



(Source: Questionnaire survey.)

In Cuttack and Bhubaneswar, the remote work option for married working women through online mode carries 36.1% and through offline mode/Hybrid Mode carries 75.4%.

5. Self Rating Of Work Life Balance:



(Source: Questionnaire survey.)

In Cuttack and Bhubaneswar, the self-rating of work life balance in case of poor the rating is 6.6%, in case of average the rating is 18%, in case of good the rating is 39.3%, in case of very good the rating is 27.9% and in case of Excellent the rating is 9.8%.

6. Key Factors Contributing To Work Life Balance:



(Source: Questionnaire survey.)

In Cuttack and Bhubaneswar, the key factor contributing to work-life balance in case of flexible work hours carries 31.1%, in case of supportive management carries 27.9%, in case of family responsibility carries 23%, in case of personal interest and hobbies carries 16.4% and in case of all of the above it carries 42.6%.

7. How Do You Prioritize Your Tasks At Workplace:

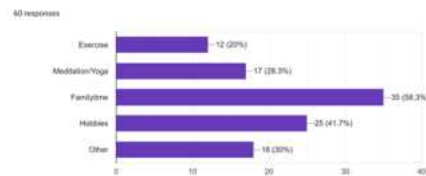


Source: Questionnaire survey.

In Cuttack and Bhubaneswar, the priority of task at workplace while completing tasks regularly and submitting in time the percentage carries 75%, submitting the completed task by using digital tool /apps the percentage carries 43.3%, by delegating tasks to complete easily the percentage carries

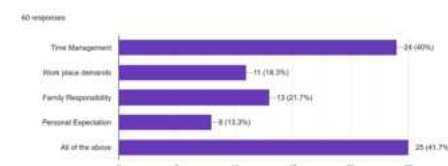
10%, listing them daily the percentage carries 1.7%.

8. What Method Is Used To Manage Stress:



Source: Questionnaire survey.

9. What Is The Biggest Challenges To Achieve Work-life Balance:



Source: Questionnaire survey.

In Cuttack and Bhubaneswar, the biggest challenges to achieve work-life balance is Time Management which carries 40%, Work place Demand carries 18.3%, Family Responsibility which carries 21.7%, Personal Expectation which carries 13.3% and all of the above carries 41.7%.

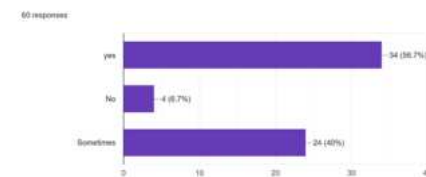
10. What Support Received From Family Partners In Managing Work-life Balance:



(Source: Questionnaire survey)

In Cuttack and Bhubaneswar, the support women receive from there partner in managing work-life balance is Household Activity carries 26.7%, Childcare carries 3.3%, Emotional Support carries 28.3%, Financial Support carries 8.3% and all of the above carries 60%.

11. Setting Boundaries Between Work And Personal Life:-



(Source: Questionnaire survey)

In Cuttack and Bhubaneswar, women set boundaries between work and personal life so the percentage of Yes carries 56.7% and the percentage of No carries 6.7% and Something carries 40%.

12. What Is An Ideal Work Life Balance Look Like:



(Source: Questionnaire survey.)

DISCUSSION OF THE SURVEY:

A place that accepts flexible in time and out time of a mother for her small child. No extra work apart from working hours. No interference of family during working hours .

When you have balanced time for work and for yourself and your family.

When you can contribute your time equally and give equal importance are an ideal work-life balance involves managing both work and personal life in a way that promotes well-being and productivity. It includes Clear boundaries between work and personal time. Flexibility to adjust schedules for personal needs. Time for health and relaxation to avoid burnout. Personal fulfillment through hobbies, family, and social activities., at work as well as at yourself and your family.

An ideal work-life balance, for me, would be one where both personal fulfillment and professional growth coexist harmoniously. It means being able to excel in my career while also having the time and energy to nurture personal relationships, pursue hobbies, and maintain physical and mental well-being.

Working for 7-8 hours in a day with flexible life for emergency and Effective strategy.

A model work-life balance is about finding a way to accomplish the work and personal life so that to feel fulfilled and content in both areas

Flexibility: The ability to adjust work hours or tasks to accommodate personal commitments. **Engagement:** Feeling passionate and motivated about one's work. **Satisfaction:** Experiencing fulfillment and a sense of accomplishment in both personal and professional life. **Well-being:** Maintaining physical and mental health and having time for self-care. **Purpose:** Feeling that one's work contributes to something meaningful and valuable.

Time Management and Good work Environment and Enjoy your work. Keep it like your passion.

An ideal work-life balance for any one would involve maintaining productivity at work while having enough time to unwind, pursue personal interests, and spend quality time with loved ones. It would mean setting clear boundaries between professional and personal life, staying organized to meet deadlines efficiently, and taking breaks when needed to avoid burnout. Flexibility in managing time and prioritizing tasks is key, ensuring that both work commitments and personal well-being are maintained.

It's given you good mental peace and good health and Ideal work life balance for me is waking up to a stress free and calm morning on a working day.

The respondents balance their time for work and for self and also for their family as well.

FINDINGS AND CONCLUSION

The study found that 61% of participants reported experiencing stress related to balance in work-life, primarily due to tiring working hours, insufficient leave policies, and societal expectations. Key strategies identified included flexible working hours, reliance on family support, and effective task prioritization. Organizations that implemented supportive policies reported higher employee satisfaction and retention rates.

The findings highlight the urgent need for organizations in Cuttack and Bhubaneswar to address the specific challenges

faced by working women. By fostering supportive environments through flexible work arrangements and promoting gender equity in workplace policies, companies can significantly enhance work-life balance for their employees. Future research should explore the long-term impacts of these findings of working women's career advancement and overall well-being. Successively between the responsibilities towards the families and targets of the superiors and constant struggle to hold a balance between work and family. This can hold grave implications on the lifespan of an individual by affecting their welfare and overall quality of life maintenance.