Chapter – I
Introduction
CHAPTER I

Introduction

Changes in the social, political and economic fabric of societies have influenced and continue to influence both the nature of employment and its relationship to life outside work. *Work-life balance* has emerged as a hot topic in recent years—fuelled in part by changing trends in women’s social roles. Whilst labor market participation has increased for women of all ages, women continue to shoulder the main responsibility for organizing and undertaking unpaid caring work.

Changing employment patterns together with changes in the demographic structure of the workforce have resulted in a different reality for the 21st century. Instead of trying to manage copious amounts of leisure time, many employees are instead trying to juggle numerous responsibilities with the increased, intensified demands of work.

Such reality, and in particular, transformations in the structure of both the workplace and the workforce imply that work practices and employers’ expectations must change accordingly. The traditional assumption that employees should be willing and able to make work their top priority in life is no longer tenable.

Globalization, new technologies and business restructuring are challenging the long established patterns of paid work while imposing new burdens on families, individuals and households.

Until quite recently it was widely assumed, particularly in and concerning the richer countries, that working hours were steadily reducing, the amount of leisure time increasing and that these trends would continue. Many people looked forward to a golden age of leisure (WTO, 1999: 3).
The changing economic conditions and social demands have changed the nature of work throughout the world. The concept of Work life balance is becoming more and more relevant in an ever dynamic working environment.

1.1 Women at workplace:
In India, it is taken for granted that economic activities are exclusively the prerogative of males while domestic work, child bearing and child rearing are the sole occupations of women. Historically, women in India have not enjoyed a good status in workplace settings whether in managerial or operative roles.

Since times immemorial, women have been burdened with work of all sorts all through their lives. From reproduction to all household chores and outside, their role as worker is significant, unique and burdensome. But they are discriminated and exploited all over.

But today scenario is changing. Now female workers carry not only the load of domestic work but also carry a significant part of the load of economic activity. Their contribution to economic activity is in fact on the higher side than what is revealed by the different Indian Censuses.

Liberalization of the Indian economy has created considerable employment opportunities for those, including women, who possess marketable skills and talent.

Today women form an important part of the Indian Workforce. According to the information provided by the Registrar General of India, the work participation rate for women was 25.68 per cent in 2001. This is an improvement from 22.73 per cent in 1991 and 19.67 per cent in 1981.
<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Male</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>34.17</td>
<td>52.75</td>
<td>14.22</td>
</tr>
<tr>
<td>1981</td>
<td>36.70</td>
<td>52.62</td>
<td>19.67</td>
</tr>
<tr>
<td>1991</td>
<td>37.68</td>
<td>51.56</td>
<td>22.73</td>
</tr>
<tr>
<td>2001</td>
<td>39.26</td>
<td>51.93</td>
<td>25.68</td>
</tr>
</tbody>
</table>

Source: Register General Of India

The work participation rate continues to be substantially less for females than for males. Since independence in 1947, the percentage of women in the Indian workforce has been on a steady increase\(^1\) *Datt & Sundharam, 1999*.

Women workers constituted 19 per cent of the total organized sector employment in the country. As on 31st March, 2004, there were about 49.34 lacs women workers employed in the organized sector (Public and Private Sector). \(^2\) [http://industrialrelations.naukrihub.com/women-employment.html](http://industrialrelations.naukrihub.com/women-employment.html)

Women account for a small proportion of the formal Indian labor force, even though the number of female main workers has grown faster in recent years than that of their male counterparts. The 1991 census shows that the number of male main workers increased 23 percent since the 1981 census while the number of female main workers increased 40 percent. However, women still accounted for only 23 percent (64.3 million) of the total.

According to the nation wide sample survey on Employment & Unemployment undertaken by the National Sample Survey Organization (NSSO) in India during 1999-2000, female workforce is estimated at 124 millions. This constitutes about 31 percent of total workforce of which more than 88 per cent belongs to rural workers. The female workforce participation rates are 29.5 for rural areas and 12.4 for urban locations.
Although most women in India work and contribute to the economy in one form or another, much of their work is not documented or accounted for in official statistics. Women plow fields and harvest crops while working on farms; women weave and make handicrafts while working in household industries; women sell food and gather wood while working in the informal sector. Additionally, women are traditionally responsible for the daily household chores (e.g., cooking, fetching water, and looking after children).

Today, India has more working women than any other country in the world, according to a paper commissioned as part of NASSCOM's ongoing gender inclusivity initiative in association with Mercer Consulting. (http://economictimes.indiatimes.com/articleshowpics/4524928.cms)

1.2 Indian Scenario of Service Sector:

The service sector is defined in a variety of ways, but for the purposes of this thesis, we use the term in its broadest sense to mean non-agricultural and non-manufacturing work. Services or the "tertiary sector" of the economy covers a wide gamut of activities like trading, banking & finance, infotainment, real estate, transportation, security, management & technical consultancy among several others.

In the last two decades India’s economy has opened up, favoring trade and commerce. Trade (exports plus imports) as percentage of GDP has increased from around 15 in 1980-81 to about 34 by 2005-06 Between 1978-2004, the service sector share in total employment increased by 9%points, but its share in the country’s value added grew by 18%. Maarten van Klaveren, Kea Tijdens (2010)

In India, the national income classification given by Central Statistical Organization is followed. In the National Income Accounting in India, service sector includes the following:
1. Trade, hotels and restaurants (THR)
   1.1 Trade
   1.2 Hotels and restaurants

2. Transport, storage and communication
   2.1 Railways
   2.2 Transport by other means
   2.3 Storage
   2.4 Communication

3. Financing, Insurance, Real Estate and Business Services
   3.1 Banking and Insurance
   3.2 Real Estate, Ownership of Dwellings and Business Services

4. Community, Social and Personal services
   4.1 Public Administration and defense (PA & D)
   4.2 Other services

One of the major drivers of service sector growth in the post globalization era in India is the IT and ITES sector. That is why NASSCOM (2005) says that, “The IT and BPO industries can become major growth engines for India, as oil is for Saudi Arabia and electronics and engineering are for Taiwan. Saudi Arabia’s oil exports accounted for 46% of GDP in 2004; Taiwan’s electronics and engineering exports accounted for 17% of GDP in the same year. …. India’s IT and BPO industries could account for 10-12% of India’s GDP by 2015” (NASSCOM, 2005, p.80).

“Among fast growing developing countries, India is distinctive for the role of the service sector. Where earlier developers grew on the basis of exports of labour intensive manufactures, India has concentrated on services. Although there are other emerging markets where the share of services in GDP exceeds the share of manufacturing, India stands out for the size and dynamism of its service sector.” Barry & Poonam (April 2010)
India’s economy has undergone a substantial transformation since the country’s independence in 1947. Agriculture now accounts for only one-third of the gross domestic product (GDP), down from 59 percent in 1950, and a wide range of modern industries and support services now exist.

The Services Sector constitutes a large part of the Indian economy both in terms of employment potential and its contribution to national income. The Sector covers a wide range of activities from the most sophisticated in the field of Information and Communication Technology to simple services pursued by the informal sector workers, for example, vegetable sellers, hawkers, rickshaw pullers, etc. Among fast growing developing countries, India is distinctive for the role of the service sector.

The Services Sector constitutes a large part of the Indian economy both in terms of employment potential and its contribution to national income. The service sector has strengthened, growing from 36 percent in 1980 to about 40 percent today. India’s software subsector—one of the most dynamic in the world—has experienced a sustained rapid upswing, growing by 56 percent in 1998-99. The Services Sector has been the most dynamic sector of the Indian economy, especially over the last ten years.

Service Sector in India today accounts for more than half of India’s GDP. According to data for the financial year 2006-2007, the share of services, industry, and agriculture in India’s GDP is 55.1 per cent, 26.4 per cent, and 18.5 per cent respectively. (Source: Studies by Reserve Bank of India)

From a low level of 27.52 per cent of GDP in 1950-51, the share of services increased to 47.88 per cent in 1999-2000. Between 1950-51 and 1990-91, the share of Services Sector in GDP rose by only 13.07 percentage points, which is an increase of about 0.33 percentage points per annum. However, between 1990-91 and 1999-2000, the share had increased by 7.29 percentage points, which is an increase of 0.81 percentage points per annum. Clearly, the rate of growth is significantly higher in the 1990s.
Table No. 2

<table>
<thead>
<tr>
<th>Year</th>
<th>Agriculture #</th>
<th>Manufacturing</th>
<th>Services*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950-51</td>
<td>59.19</td>
<td>13.29</td>
<td>27.52</td>
</tr>
<tr>
<td>1960-61</td>
<td>54.74</td>
<td>16.61</td>
<td>28.65</td>
</tr>
<tr>
<td>1970-71</td>
<td>48.12</td>
<td>19.91</td>
<td>31.97</td>
</tr>
<tr>
<td>1980-81</td>
<td>41.82</td>
<td>21.59</td>
<td>36.59</td>
</tr>
<tr>
<td>1990-91</td>
<td>34.92</td>
<td>24.49</td>
<td>40.59</td>
</tr>
<tr>
<td>1991-92</td>
<td>34.08</td>
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<td>1993-94</td>
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<td>1994-95</td>
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<td>1995-96</td>
<td>30.58</td>
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<tr>
<td>1996-97</td>
<td>30.86</td>
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<tr>
<td>1997-98</td>
<td>29.03</td>
<td>25.20</td>
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</tr>
<tr>
<td>1998-99</td>
<td>29.03</td>
<td>24.51</td>
<td>46.46</td>
</tr>
<tr>
<td>1999-2000</td>
<td>27.49</td>
<td>24.63</td>
<td>47.88</td>
</tr>
</tbody>
</table>


The contributions of various sectors in the Indian GDP are as follows: (Source: http://www.tradechakra.com/indian-economy/gdp.html)

- Agriculture: - 19.9%
- Industry: - 19.3%
- Service Sector: - 60.7%

1.3 Women in service sector:

Out of the 3.0 billion people that were employed around the world in 2008, 1.2 billion are women (40.4 per cent). In which sectors are women working, and what are the working conditions faced by women? Only a small proportion of employed women are working in industry (18.3 per cent in 2008, as compared to 26.6 per cent of men); the large majority are...
in agriculture and, increasingly, in the services sector. The services sector accounted for 46.3 per cent of all female employment in 2008, as compared to 41.2 per cent of male employment.\footnote{ILO (2009)}

Today, India has more working women majorly in service sector than any other country in the world, according to a paper commissioned as part of NASSCOM's ongoing gender inclusivity initiative in association with Mercer Consulting. The demand for women employees will grow with the continued growth of this sector.

1.4 : Work Life Balance :

The transformations in the structure of both the workplace and the workforce imply that work practices and employers’ expectations must change accordingly. The traditional assumption that employees should be willing and able to make work their top priority in life is no longer tenable. It is in this context that the notion of ‘work-life balance’ has come to the fore in policy debates.

Work/life balance is a global topic of growing importance and frequent discussion. The reality is that most of us are facing increasing competition for our time and energy. In today’s fast-paced world, how can we have a satisfying work experience and a healthy personal life?

The expression WLB was first used in the late 1970s to describe the balance between an individual's work and personal life. Work-life balance is a broad concept including proper prioritizing between career and ambition on one hand, compared with pleasure, leisure, family and spiritual development on the other.

The term Work-life balance can mean different things to different persons – and different things to same person at various points in his/her career. Work-life balance is about
creating and maintaining supportive and healthy work environments, which will enable employees to have balance between work and personal responsibilities and thus strengthen employee loyalty and productivity.

The challenge of work-life balance is without question one of the most significant struggles faced by modern employee. The challenge of balancing one’s work and personal life is experienced around the globe. Organizations from all countries must respond to the struggles employees are facing by implementing effective work-life initiatives.

1.5 WLB and Women at workplace:

Women work force now constitutes a significant percentage of the total work force in any organization today. With major changes in the nature of work and work arrangements, including the increasing numbers of women participating in the paid work force, changes in women’s career expectations, the decline of the family wage, the disappearance of the job for life and changes in family formation, the relationship between families and labour market participation has come under considerable scrutiny.

The pressure of career and family hits women at the mid-level especially hard. Mid-level career women face more challenges when balancing work and life, leading to more difficulty in career growth. The difficulty stems from the fact that there is a double push on these career women as they are forced to compete between two competing ideals: of mother and devoted worker.

Attracting and retaining women in the workforce is important for a variety of reasons. Care, concern and curiosity are the natural attributes of a woman which are further reinforced by additional characteristics like empathy, flexibility and persistence.

For many female, the work life balance is one of life’s greatest challenges. While men often feel conflicted between workplace and fatherhood demands as well, women usually suffer from more than their fair share of the burden of balancing family and work life.
1.6 Significance of Study:

A good Work Life Balance is central to staff effectiveness, wellbeing and satisfaction, which all have direct impact on children’s learning and achievement. Work/life balance practices can improve the ‘employee experience’ and many previous researches highlights an established link between work life balance and employee satisfaction which in turn relates to productivity of employees. Work-life balance is an integral and important part of Corporate Social Responsibility. Good employers need to recognize that part of their obligation to their workers is to ensure that they are not working so hard so as to damage their lives outside of work or lead to health problems.

For many working women, the work life balance is one of life’s greatest challenges. While men often feel conflicted between workplace and fatherhood demands as well, women usually suffer from more than their fair share of the burden of balancing family and work life.

Conclusion:

The aim of this research is to provide a context for work-life balance issues and to undertake a exploration of work-life balance culture in few companies coming under service sector in Pune City. It further aims to make recommendations based on findings and develop a working model for managing work life balance issue.

References:
5. NASSCOM, 2005, p.80
7. Studies by Reserve Bank of India