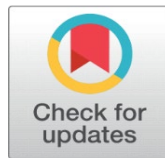


WORK-LIFE BALANCE OF WOMEN ENTREPRENEURS IN THE TEXTILE SECTOR IN KANYAKUMARI DISTRICT

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ABSTRACT

Work-life balance is essential for women entrepreneurs to sustain their business success while nurturing their personal lives. The purpose of this study is to highlight the work-life balance challenges women entrepreneurs encounter in the textile sector. Moreover, this research aims to examine whether work-life imbalance affects women entrepreneurs' career growth in the textile sector in Kanyakumari district. The primary data of this study were collected from fifty women entrepreneurs in the textile sector. The statistical tools used to analyse the data were percentage analysis, chi-square test of independence and weighted average ranking method. The statistical analysis was done using Jamovi v2.6.44 and MS Excel. The findings of the study revealed that most of the respondents believe that work-life imbalance affects their career growth. Another key insight is that stress was found to be the major problem faced by women entrepreneurs in work-life balance. Eventually, this research provides suggestions that will assist women entrepreneurs in enhancing their work-life balance.

Keywords: Work-Life Balance, Women Entrepreneurs, Textile Sector, Stress, Career Growth

1. INTRODUCTION

In India, the textile sector is a pillar of industrial growth, where women have taken on key roles, ranging from traditional artisans to visionary leaders. Women entrepreneurs are not only active participants but also architects of change, driving innovation and growth in the textile sector. The concept of work-life balance has evolved significantly in the modern workforce, referring to the balance between professional duties and personal life. In India's textile sector, women entrepreneurs are leading a transformative wave, embodying both economic growth and shifting social norms. Nevertheless, they encounter the challenge of harmonising professional responsibilities with personal obligations. This study delves into how work-life imbalance impact career growth and sheds light on the problems faced by women entrepreneurs in this dynamic sector.

2. REVIEW OF LITERATURE

Mukhtar & Faiz (2020) found that women entrepreneurs in the fashion industry experience varying degrees of work-life imbalance and adopt active strategies to resist it. The women entrepreneurs faced challenges, including poor institutional support, sacrificing self-comfort for their family and business obligations. The study concluded that strategic planning, authority delegating and seeking support from social capital are their most effective growth-oriented strategies.

Abdulla et al. (2023) identified six main challenges of women entrepreneurs of the 21st century, namely, financial challenges, lack of knowledge and experience, work-life balance, gender discrimination, socio-cultural factors and lack of government support. The study discussed the reasons for these challenges and the current situation of these challenges.

Tahir (2024) claimed that women entrepreneurs in the United Arab Emirates (UAE) face struggles with work-life balance due to the competitive environment. The research revealed that some entrepreneurs prioritise work over family life due to their passion for work and a lack of desire for boundaries. It was found that long working hours and managing a long-term successful business are negatively related to work-life balance.

3. STATEMENT OF THE PROBLEM

Women entrepreneurs play a crucial role in the economic development of the textile sector. Nevertheless, they face certain inevitable challenges in balancing professional and personal life. The notable problems include inadequate time to spend with family, workplace conflicts, excess workload and long working hours. This dual burden of managing business and family duties leads to stress, physical health issues and role conflict. Eventually, these challenges hinder their career growth and overall productivity. Despite the growth of women entrepreneurs in the textile sector, limited research has been conducted on the work-life balance of women entrepreneurs.

4. OBJECTIVES OF THE STUDY

- 1) To examine whether work-life imbalance affects women entrepreneurs' career growth
- 2) To analyse the work-life balance problems faced by women entrepreneurs in the textile sector.

5. METHODOLOGY

The present study is analytical in nature. The primary data of this study were taken from 50 women entrepreneurs in Kanyakumari district, using convenience sampling. It was collected using a structured questionnaire. The secondary data were taken from journals, news articles and theses. The statistical tools used in this study are percentage analysis, weighted average ranking technique, chi-square test of independence. The statistical analysis was done using MS Excel and Jamovi v2.6.44.

6. RESULTS

Table 1 Demographic Profile of Respondents

	Classification	Frequency	Percent
Age	Below 20 years	28	56
	21 to 31 years	12	24
	32 to 42 years	6	12
	Above 43 years	4	8
	TOTAL	50	100
Marital Status	Married	31	62
	Unmarried	19	38
	TOTAL	50	100
Family Type	Joint	9	18
	Nuclear	41	82

Number of Dependents	TOTAL	50	100
	None	5	10
	1 to 2	23	46
	3 to 4	15	30
	More than 4	7	14
Area	TOTAL	50	100
	Rural	27	54
	Urban	18	36
	Semi-urban	5	10
	TOTAL	50	100
Qualification	Higher Secondary School	2	4
	UG	26	52
	PG	22	44
	TOTAL	50	100

Source Primary Data

Table 2 Work-life imbalance affects Career Growth

S. No.	Opinion	Frequency	Percent
1	Yes	42	84
2	No	8	16
	TOTAL	50	100

Source Primary Data

Table 2 clearly shows that most respondents believe that work-life imbalance affects their career growth.

Table 3 Problems Women Entrepreneurs Face in Work-Life Balance

S. No.	Problems	Weighted Mean Score	Rank
1	Stress	4.44	I
2	Excess workload	4.42	II
3	Physical health issues	4.32	III
4	Long working hours	4.28	IV
5	Lack of financial support	4.22	V
6	Workplace conflict	4.18	VI
7	Limited access to business networks	4.1	VII
8	Many family responsibilities	3.89	VIII
9	Inadequate time with family	3.58	IX
10	Lack of family support	2.82	X

Source Computed Data

The table above shows the results of weighted average rank of problems women entrepreneurs face in work-life balance. It is clear that stress holds the top rank. Excess workload holds the second rank. Physical health issues hold the third rank. Long working hours hold the fourth rank. Lack of financial support holds the fifth rank. Workplace conflict holds the sixth rank. Limited access to business networks holds the seventh rank. Many family responsibilities hold the eighth rank. Inadequate time with family holds the ninth rank and lack of family support holds the tenth rank.

H0: There is no significant difference between the demographic variables and work-life imbalance affects career growth.

Table 4 Chi-square Test of Independence

S. No.	Demographic Variables	df	Chi-square value	p-value	Inference
1	Age	3	1.45975	0.692	Significant
2	Marital Status	1	3.22445	0.073	Significant
3	Family Type	1	2.8512	0.091	Significant
4	Number of Dependents	3	3.02795	0.387	Significant
5	Area	2	1.49912	0.473	Significant
6	Qualification	2	0.4662	0.792	Significant

Source Computed Data

Since the p-value is greater than 0.05 between all the demographic variables and work-life imbalance affects career, the null hypothesis is rejected. Therefore, there is a significant difference between the demographic variables and work-life imbalance affects career growth.

7. SUGGESTIONS

Stress is a major and unavoidable issue that women entrepreneurs encounter in their day-to-day lives. The results of this study revealed that stress is the major problem in work-life balance. Women entrepreneurs can manage stress and overcome physical health issues by focusing on physical exercise, meditation and following a balanced diet. They can manage work and lifestyle by following proper time management. Effective time management involves setting priorities, saying no to unimportant tasks and responsibilities, following a proper plan, setting realistic goals and completing tasks on time. They can also delegate responsibilities among their employees to reduce the burden of excessive workload and long working hours. They can improve their overall business skills, such as communication, leadership and problem-solving skills, to overcome workplace conflicts to run a business successfully.

8. CONCLUSION

Work-life balance is vital for women entrepreneurs to gain efficiency in work and manage their personal lives. This study examined the work-life balance problems of women entrepreneurs in the textile sector in Kanyakumari district. Further, the study also explored whether the work-life balance of women entrepreneurs in the textile sector affects their career growth. It was found that stress is the major work-life balance problem faced by women entrepreneurs in the textile sector. The results also indicated that they believe that work-life balance affects their career growth. Ultimately, the study provided suitable suggestions to overcome the work-life balance problems of women entrepreneurs in the textile sector.

CONFLICT OF INTERESTS

None.

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