

# Stress Life Balance Among Women Employees In BPO Sector With Special Reference To Coimbatore City

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**Abstract-** *WOMEN IN THE ECONOMY* Women are not only the backbone of nuclear and joint family but also the national economy. They are the fulcrum, foundation upon which the super edifice of any family and the economy is built upon. The future of any economy with special reference to socioeconomic, religious and cultural development of the family and the nation depends upon the women folk. *WOMEN PERSONALITY* There cannot be any two different opinions as to the personality of women. They always have an edge over others, especially their male counterparts. It is an acknowledged truth that women are the best. *PREFERENCE OF WOMEN* One of the appreciable, salient and worth mentioning points to accept by every body is the preference and forbearance of women. Many have proved beyond doubt that women have the capability and the capacity to handle any issue / problem in a smooth and amicable way. For the BPO job women are the best to answer, clarify any query/doubt raised by the client by their sweet voice and polite way of putting things. Above all, recently Ms. Sunitha William has proved to the world that women are capable of achieving the goal. This paper tries to highlight the prospects and problems of women in their workplace and the suitability of women for the BPO industry.

## I. INTRODUCTION

In the history of human development women have been as vital in the history making as men have been. In fact higher status for women vis-à-vis employment and work performed by them in a society is a significant indicator of a nation's overall progress. Undoubtedly, without the active participation of women in national activities, the social, economic or political progress of the country will deteriorate and become stagnant. But ironically and tragically, women employees in general, are not taken very seriously by their superior, colleagues, or society at large. Having a career poses a challenge for women due to their family responsibility. Although Indian women have started working outside their homes, still they have a long way to go both culturally, socially, and economically, to bring in positive attitudinal changes in the mind-set of people.

## STATEMENT OF THE PROBLEM:

Any service industry and specifically Business Process Outsourcing (BPO) industry faces multiple challenges regarding talent retention and other job-related issues. The engagement of the employees has been identified as one of the important elements to manage these challenges. The active contribution of every employee in an organization is vital for the improvement of performance and achievement of organizational goals.

## II. OBJECTIVES OF PROBLEM

- To evaluate the Stress management of Women among the BPO sector.
- To ascertain the variables that influence the level of problem faced by women employees in BPO Center.

## III. REVIEW OF LITERATURE

### D.S.R .Adikaram(2016)

'Impact on work life balance on employees job satisfaction towards private sector bank 'collect 150 questionnaires are distributed among employees .The test used was correlation and regression analysis .

### Sana Hafiz(2021)

'Work life balance among women employees in banking sectors ' 80 samples were collected from employees .The test used was anova .

## SCOPE:

The perception of employees may vary under different circumstances. From this study, we can have a better understanding of the "Stress Life Balance Among Women employees in BPO sector". We will know about the employees perception regarding the job they provide in the Coimbatore area and will get to know the variables affecting their perception.

**IV. METHODOLOGY USED IN THIS STUDY**

**RESEARCH DESIGN:**

A research was aimed at analysing the stress life balance among women employees in the BPO sector with reference to Coimbatore city. In this method questionnaires are asked directly to the employees using online google forms and the answers are collected in a question sheet in ticking their answer for appropriate questions.

**SAMPLE SIZE:**

The sample size is 107.

**AREA OF THE STUDY:**

This study is conducted in Coimbatore city.

**DATA COLLECTION:**

The data used for this study is mainly based on primary data.

- Questionnaire

**SAMPLING METHOD:**

The women employees working in the BPO sector are huge, and a random sampling method is adopted.

**LIMITATION:**

The study is limited to 107 respondents who are working in the BPO sector; this study is confined only to the respondents of Coimbatore district. The findings and suggestions are applicable only to Coimbatore district. The details furnished by the respondents are true and the result is based on the assumption.

**TABLE: Simple percentage analysis**

Simple percentage refers to the special kind of ratio in making comparison between two or more data and to make relationships .

FACTORS	OPTIONS	NO OF RESPONDENTS	%
Type of family	Joint family	63	59
	Nuclear family	44	41
Age	Below 20	42	39
	21 – 30	37	35
	31 – 40	28	26
Marital status	Married	59	55
	Unmarried	48	45
Qualifications	SSLC/HS C	15	14
	UG	41	38
	PG	39	36
	Other	12	11
Experience	Below 5 yrs.	42	39
	5-10 yrs.	48	45
	10-15 yrs.	17	16
Monthly income	Below Rs 10,000 - 1500	20	19
	Rs 15,001 – 20,000	48	45
	Rs 20,001 – 25,000	27	25
	Above Rs 25,000	12	11
Family members	2	43	40
	3	47	44
	4	12	11
	Above 4	5	55

Level of management	Junior level	51	41
	Senior level	23	21
	Middle level	33	31

Place of residents	Rural	43	40
	Urban	47	44
	Semi- Urban	17	16
Takes care of children	Spouse	37	35
	In – laws	27	25
	Parents	43	40
Sources of motivation towards work	Personal satisfaction	26	24
	Financial independence	46	43
	Family support	22	21
	Utilization of time	13	12
Salary spend for family	Regular	20	19
	Often	59	55
	Always	10	9
Time to get spend with family	Less sufficient	11	10
	More sufficient	78	73
	Highly sufficient	18	17

#### INTERPRETATION:

Majority of the respondents were Females (53.9%).Majority of the respondents age between 20 years (39%).Majority of the respondents are under the category of married (55%).Most of the total respondents are higher secondary educator people ' (38 %).Most of the total respondents are in occupation (36.2%).Most of the total respondents are in monthly income of 15k-20k (45%).Most of the total respondents have 4 members in the family (44.6%).Most of the total respondents know the website through family (34%). Most of the total respondents used the are from urban areas (44.7%). Most of the total respondents are from unior management (48%) Most of the total respondents said that their parents take care of children (40%).

#### V. FINDINGS

- Majority of the respondents were Females (53.9%).
- Majority of the respondents are between 20 yrs (39%).
- Majority of the respondents are under the category of married (55%).
- Most of the total respondents are HSC' (38%).
- Most of the total respondents are students in occupation (36.2%).

- Most of the total respondents are in the monthly income range between 15-20k (45%).
- Most of the total respondents have 4 members in the family (44%).
- Most of the total respondents experience between 5-10 yrs (45%).
- Most of the total respondents are from urban areas (44%).
- Most of the total respondents have worked at junior level (48%).
- Most of the total respondents said parents take care of children (40%).
- Most of the total respondents are financially independent (43%).
- Most of the total respondents are happy to spend time at work (39%).
- Most of the total respondents utilize salary for family (31 %).

#### VI. SUGGESTION

- Suggest to the study are listed
- Partner should be more sensitive towards the woman's needs and wants and counter traditional by helping her in household works .
- Child care facilities and child care leaving centers can be availed .
- Flexible work time and work from possibility can be availed by organization .
- Management should provide better career growth for women.
- Entertainment and cultural programs can be conducted weekly to reduce stress.

#### VII. CONCLUSION

Women workers are often subject to the sexual harassment then the government should strict the rules for these type of crimes ,and also public transport syatem are sometimes danger for women and government should put a more inspection .tradinotionally people think that men should be only gain money and women should be doing house hold work but the financial demands of india has been changed and now msny womens are working and gaining income for the family therefore the fundamental change is required in attitudes of employees ,family members and public

#### REFERENCES

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