

A DESCRIPTIVE STUDY ON "WORK FROM HOME OPPORTUNITY" A BLESSING FOR
EMPOWERING AND ENHANCEMENT OF WOMEN CAREER

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ABSTRACT

This study gives a broader idea about the current obstacles of working non-working women. It provides key obstacles in the career of working women and reasons why many educated women chose to be homemakers. Every woman desire to grow in their career but due to many reasons they have to either compromise their career or experience the slow growth. We have identified few key reasons responsible for it and tried to find out that the impact of new changes in current working culture on women employment.

This pandemic has shown us the flipside of running business with new concept called "work From Home". Many organizations are adopting this culture. This study focuses on how this cultural change could act as a boon for women. How it has widened the scope of employment opportunities for women. How this shift will help them to remove various obstacles stopping their career growth and maintaining their personal and professional life balance. Also, how it could generate new opportunities for unemployed women.

Keywords: Work from Home, women development, career enhancement, work life balance

1. INTRODUCTION:

World is fighting with Covid-19 and this pandemic situation changes the life and work place of many people, but it gives a positive hope to many women who are willing to work but due to several reasons cannot step out of home. By altering the attitude towards workplace this virus spread may forever open a gateway to work from home, it's a very good opportunity to women who are willing to work can work from home, this gives them flexible work options and this will be a big milestone in women empowerment and enhancement of their career.

With this emerging trend many women can maintain fulltime jobs and avoid losing important years in their career while serving caregiving years to their loved once. This survey is conducted on the basis of some evidence to led better and independent future of women, by working remotely or from home and allows women to maintain their work hours and to stay relatively stress-free yet well playing occupation through times of high family demand.

2. LITERATURE REVIEW

Empowerment of Women and Human Development: Women are called empowered when they have control over their lives, not only this but it also influences them for leading a fulfilling family and their own life. By working and participating in communal activities empowered women can contribute human development. In addition to this when a woman has more control over resources, better education and good health not only develop her but entire family will get benefit.

For empowerment of women economic independence is one of the important factors which enhance human development. While comparing with the men, women can utilize the resource more efficiently and effectively when they have control over it. In addition to this when women have control over their own income, confidence and self-esteem increases and participation level in decision making will increase at household and community level

A study by Jennifer Caputo of the Max Planck Institute for Demographic Research shows that the healthy and positive effects of work experience help women for their whole lives. She studied in detailed more than 5,000 samples of diverse women from the National Longitudinal Survey of Mature Women to determine the relationship between employment history and physical and mental stability of women. And the results shows that the Women who had been employed for a prolonged period of time regardless of income, general satisfaction with work experience, or other potentially confounding variables they lived longer with healthy mind.

Problems Faced by working women

There are several studies and statistics representing the percentage of women in the workforce, their qualifications and their salaries, but this data is not capable to show whole picture: It doesn't capture how women feel, how they fare in the workplace day-to-day and the challenges they face. And that is why the Thomson Reuters Foundation, with support from the Rockefeller Foundation, embarked on a global task, asking

more than 9,500 women at work in the companies for the issues that affect them most at work. The findings are compelling. According to the study, the major issues that concern women the most are:

- Work-life balance
- Harassment
- Career opportunities
- Children and career
- Travelling

Flexible work opportunity

The Covid 19 virus hits the worldwide with job losses, raise in unemployment and closures of childcare centres which affect women work life balance, but this pandemic situation shows us a surprising bright spot that is work from home opportunity. India's more than \$200 billion technology services industry, and IT companies where going to set up new norms to provide female workers with a broad swath of flexible work arrangements and fresh employment opportunities in the upcoming years.

Companies like Wipro, TCS, WNS, Tesco Plc and Avon Products Inc., are visualizing a hybrid office and home model, satellite offices in small cities or blend of full-time employees and gig workers. "We'll see work going to people rather than people going to work," said Keshav Muruges, group chief executive officer of WNS which employs 43,000 workers globally, nearly 30,000 of them in India. "With flexible working hours or on selected work days, more than 100 million Indian women with secondary degree.

While India is sprouting, cultural norms need to have an advancement further, said Debjani Ghosh, who is president of Nasscom. However, added flexibility in work place could certainly improve women's participation in the workforce. But it could also increase pressure to simultaneously deliver on the home front.

3. RESEARCH METHODOLOGY:

3.1 Research Objectives:

- a) To understand current situation of women in terms of their and education and working status and work life balance
- b) To understand various factors affecting women's growth in terms of career
- c) To understand how work from Home act as a boon for women who are willing to work and how it contributes to their career development.

3.2 Research Design

Design of the research is quantitative research. The research design will be conclusive this survey is descriptive type and its cross sectional in design. Which unable us to analysis and measure the incidence of various views and opinion in overall research. Targeted population is working women and well educated but non-working women.

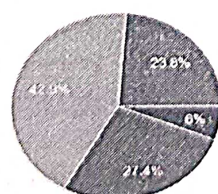
The research data is collected through well-structured questionnaire

3.3 Data sources

Data collection is done by primary method and by circulating google form

4. DATA ANALYSIS & RESULT

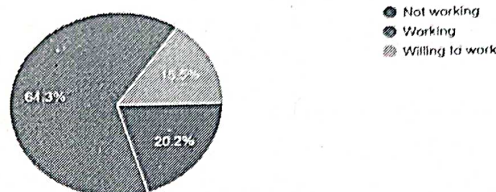
Your Qualification
84 responses



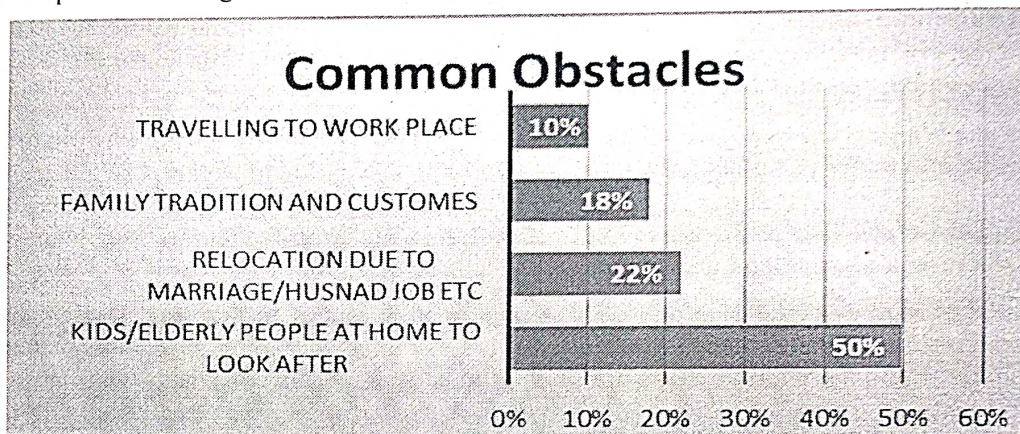
- Under Graduate
- Graduate
- Post Graduate
- P.G and Above

In the survey there are 84 respondent and among which more than 65% are highly qualified it has been observed that most of the respondents are well educated.

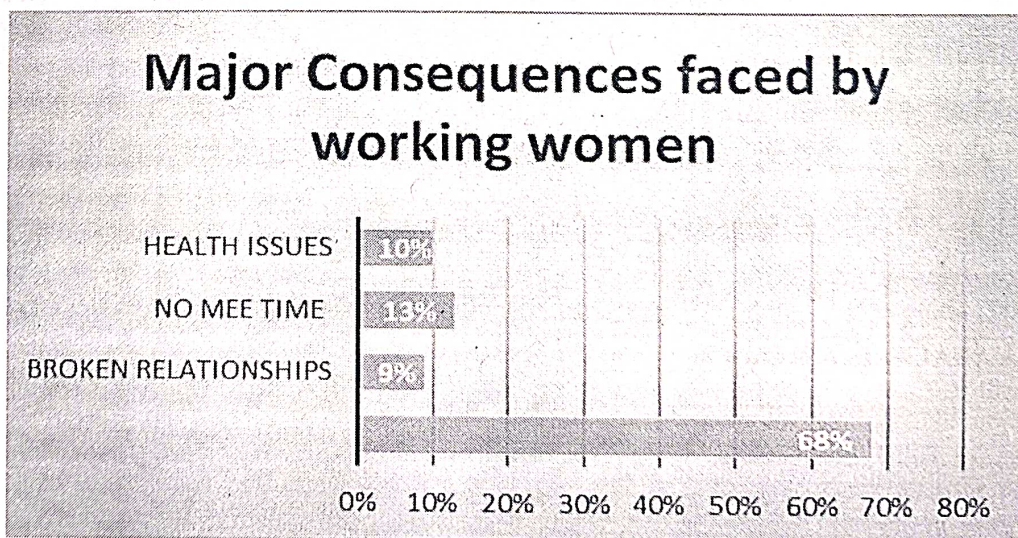
Current status of employment
 84 responses



As the question was about work status it is clear that most of them that is around 65% are working women and around 15% are willing to work. There might be some reason because of which they are educated still cannot work. The next question is design to know the reason which most of the women face while working.

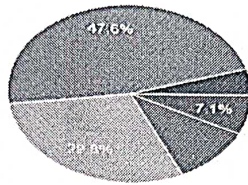


Above study specifies that there are several reasons due to which women find difficult to work in office, the analysis shows that about 50% of women think that responsibilities of kids and parents or in laws are the reasons to quit their career and around 22% of women are not able to continue their job because of relocation. Still in modern India there are around 18% highly educated women are not working because of family tradition and customs. And in metro cities like Delhi, Mumbai travelling is a major issue and hence that's the common problem of around 10% of women while working.



Work load and travelling and managing household task puts a lot of stress on women health, in survey one above question was structured to know what are the major consequences faced by the working women and how it affect their work life balance and ultimately their physical and mental health according to responders majority of women that is 68% face problems like stress and Anxiety which adversely affect their work life balance, below that 13% of women think after office hours and household chores they have no time for themselves on the other hand around 10% of women windup with broken relationships and depression.

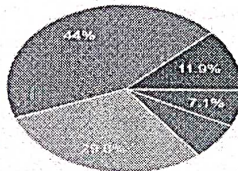
Do you think that more focus on career affects family life of women
 84 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

The question is basically design to know whether the educated women who are working are satisfied with their work life balance or not. And its is clearly found that maximum number of women find it difficult to manage both. Around 47% of women agree on the statement that more focus on career affect family life. And only 7% of women are in favour that it wont affect family life.

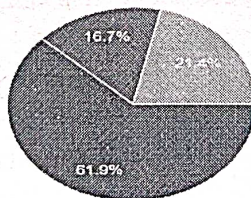
Do you think that more focus on family affects career growth
 84 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

The next question is again with the same intension to know about the women can face or can find it difficult to focus on career while taking care of family. and again more than 50% of women are in favour that too much attention to family affects career growth and 30% are not much sure about this. Very less percentage of women thinks that both that is family and carrier can be maintain simultaneously. A solution to this problem is asked in next question.

If given a permanent work from home opportunity will it help you to balance family and work
 84 responses

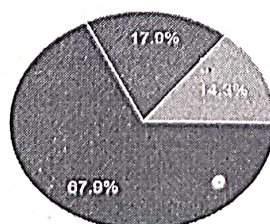


- Yes
- No
- Maybe



This pandemic situation brings us the new norms for work and changes the workplace and now from last one-year employees from many companies are working from home. Same question asked to working women whether the permanent work from home opportunity is given to them than will it help them to maintain work life balance? And it shows surprising result that “yes” more than 61% of women find it helpful to work from their home and manages both responsibilities work and home will be easy to them.

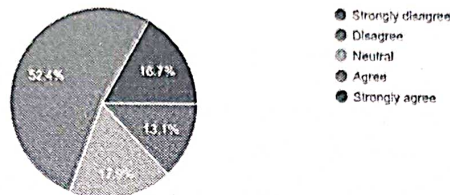
Does work from home option helps you to focus on your health
 84 responses



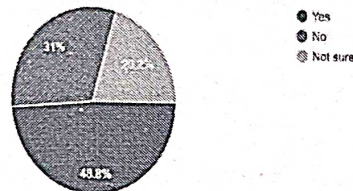
- Yes
- No
- May be

By saving the time of travelling women can also focus on their health and utilize their time effectively to understand this the question was framed like Does work from home opportunity will be contributing for healthy life and again "Yes" more than 67% of women thinks that they can focus more on their health by working from their homes. Apart from this by looking the responses of next question it is also clear that most of the women thinks that they can utilize their time more efficiently if they save time and effort of travelling to office. However, they do some productive work or work on their hobby in case of working from home.

Work from home opportunity help women to utilize their time effectively
 84 responses

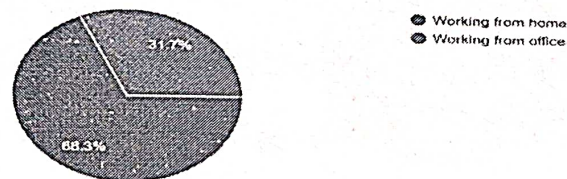


Do you think working from home makes you more productive
 84 responses



If taking about the productivity many women that is 31% are think that it is not more effective to them to work from home and 20% of women are not sure about their productivity while working from home, the reason might because they think about the environment and disturbance of kids at home. But 48% of women still agree with the statement that productivity of work is good while working from their place of comfort.

If given chance what would you prefer, being a working women
 82 responses



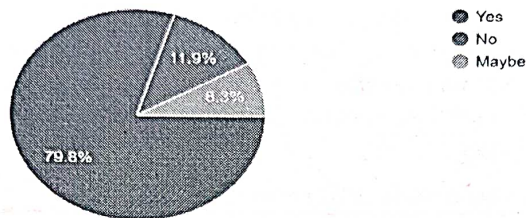
Next the conclusive question was whether women prefer work from home or work form office and the surprising result is obtain around 7 from 10 women are comfortable with work from home and i.e 68% of women think if they get a chance to choose their work place, they prefer work from 75% of responded are of opinion that work from home is a boon for the women who are not working due to some family reason or who wishes to work.

Do you think work from home is a boon for working women and also encouragement for those who are willing to work
 82 responses



This survey is conducted women empowerment and their career enhancement in terms of work place. The last question is framed to get their opinion that after this pandemic situation as well this trend of work from home will be continue and apart from this weather the government should promote this new working norms in health of women development and around 80% of women think that government should take initiative to promote work from home.

Do you think government should promote work from home for women development
84 responses



CONCLUSION:

Based on the responses received, it is found that, Majority of women think that, this leading change in work culture allows them to be more productive, helps them utilize their time amicably, allow them to focus on their family and health. Also, helps to create new work opportunities for non-working women with potential.

Data speaks that, majority of women does not get to work due to various reasons like family, travel times and location issues, personal health or traditions. However, work from home opportunity opens a new door for them, so that they can rethink about their employment option. Samples suggest that, government must promote this concept in order to create equal opportunities for women as it surely empowers women and help them develop their career keeping their family and personal time intact. However, this new trend might possible not allow them to get out from work mode but working from their home definitely it's a positive ray of hope for their bright future work.

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