

A STUDY ON WORK LIFE BALANCE OF EMPLOYEES AT SIRPIKA CLOTHING, CHENNAI

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **RESHMA SATHIAN (41410252)** who carried out the project entitled "**A Study on Work-life balance of employees at Sirpika clothing, Chennai**" under my supervision from January 2023 to March 2023.

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DECLARATION

I **RESHMA SATHIAN (41410252)** hereby declare that the Project Report entitled "**A Study on Work-life balance of employees at Sirpika clothing, Chennai**" done by me under the guidance of **Dr. Umamaheswari Ph.D.**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 06.05.2023

PLACE: CHENNAI

A handwritten signature in black ink, consisting of stylized letters 'R' and 'S' with a horizontal line underneath.

RESHMA SATHIAN

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. S. Umamaheswari Ph.D.**, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

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ABSTRACT

Work-life balance is an important area of human resource management which is receiving increasing attention from policy makers, organizations, employees and their representatives. This study examined the work-life balance of employees at Sirpika Clothing. The study's objectives were to determine the demands that employees face in their personal and professional lives and gauge employee's satisfaction with work-life balance. Work-life balance is a factor which has the potential to affect important workplace issues such as employee turnover, stress, job satisfaction and productivity.

This study aimed to identify the work and family demands experienced by the employees and to evaluate employee satisfaction with work life balance. The purpose of this study is to measure work life balance of employees working at Sirpika clothing, Chennai. The primary data was collected from 122 employees working at Sirpika clothing. The results showed that employees experienced moderate work demands and high family demands, leading to moderate levels of work-family conflict. Work-life balance satisfaction was significantly related to work demands, family demands, and work-family conflict. Based on these findings, the study recommends that Sirpika Clothing implement policies and programs that support employees' work-life balance, such as flexible work arrangements, employee assistance programs, and family-friendly policies.

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LIST OF ABBREVIATION

S.NO	ABRREVATION	EXPANSION
1.	WLB	WORK LIFE BALACE
2.	QWL	QUALITY WORK LIFE

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Work life balance is the harmony between a person's obligations in their professional and personal lives. It refers to the harmony or balance that people try to preserve between their family, friends, and personal or professional responsibilities. For people to enjoy a satisfying and meaningful life without feeling overworked, overstressed, or burned out, achieving work-life balance is crucial. The idea has become more significant in recent years as workers attempt to strike a balance between their personal and professional life in order to increase their productivity, satisfaction, and general well-being. Finding a balance between work and personal life is getting harder in today's fast-paced, constantly-changing workplace, which is why work-life balance is such a crucial issue for both individuals and organizations. It has become more challenging for people to strike a balance between their professional and personal life as a result of new technology, longer workdays, and the globalization of the workforce.

According to the American Society of Training and Development “QWL is a process of work organizations which enables its members at all levels to actively participate in shaping the organization’s environment, methods and outcomes. This value-based process is aimed at meeting the twin goals of enhanced effectiveness of organisations and improved quality of life at work for employees.”

According to Nadler and Lawler “QWL is a way of thinking about people, work and organizations. Its distinctive elements are

(i) a concern about the impact of work on people as well as on organizational effectiveness, and

(ii) the idea of participation in organizational problem-solving and decision making.”

Quality of work life is the degree to which members of an organization are able to satisfy their personal needs through their experience in the organization. Quality of work life is important for job performance, job satisfaction, labour

turnover, labour management relations and such other factors which play an important part in determining the overall well-being of any industrial organization.

Table 1.1 Factors that can contribute to Work-Life Imbalance

Environmental Factors	Work Factors	Non-Work Factors
Economic Climate	Downsizing	Additional Financial Commitments
Transport Infrastructure	Workload	Personal Interests
Changes In Industry/ Sector	Organisational Culture	Children
Government Policy	Occupational Change	Medical Concerns
Legal Framework	Work Location	Eldercare
Globalisation	Staff Turnover	Personal Development
National Culture	Work-life balance(WLB) policies and practices	Quality of life
Changing Social Trends	Promotional Opportunities	Changes in personal/ family supports

Work Life Balance is about creating a productive work culture where the potential for tensions between work and other parts of people's lives is minimised. This means having appropriate employment provisions in place, and organisational systems and supportive management underpinning them. Work Life Balance for any one person is having the 'right' combination of participation in paid work (defined by hours and working conditions), and other aspects of their lives. This combination will not remain fixed, but may change over time. In the present economic scenario, organisations are hard pressed for higher productivity and need employees with improved work-life balance as an employee with better work life balance will contribute more meaningfully towards the organisational growth and success.

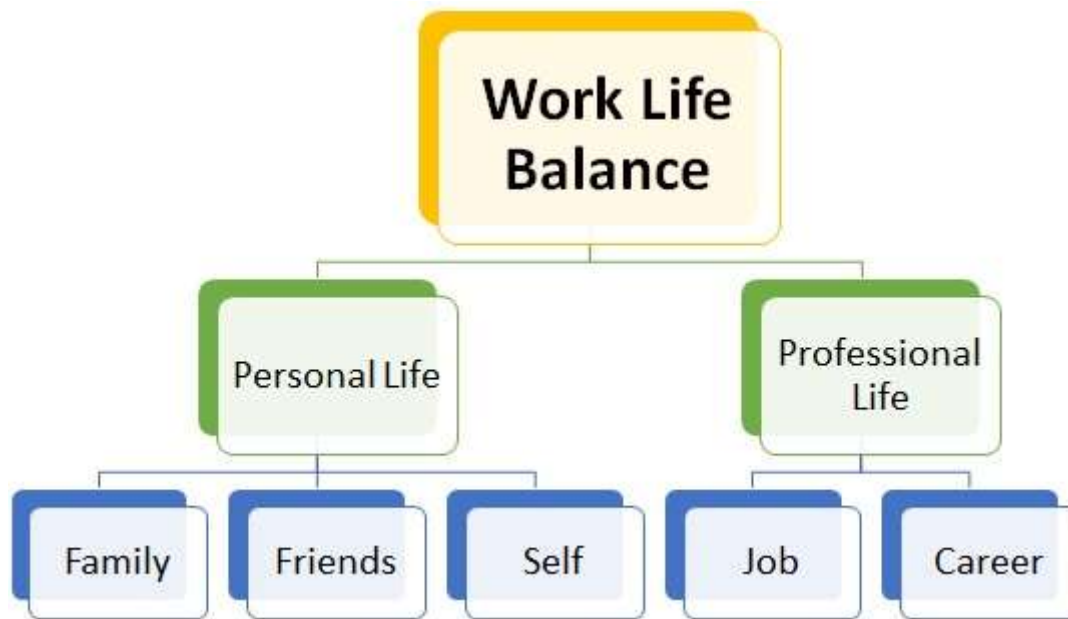


Chart 1.1 Work-life balance

1.2 Work Life Balance and Its Determinants

1.2.1 Self-Management:

Sufficiently managing one's self can be challenging, particularly in getting proper sleep, exercise, and nutrition. Self-management is the recognition that effectively using the spaces in our lives is vital, and that available resources, time, and life are finite. It means becoming captain of our own ship; no one is coming to steer for us.

1.2.2 Time Management:

Effective time management involves making optimal use of your day and the supporting resources that can be summoned – you keep pace when your resources match your challenges. Time management is enhanced through appropriate goals and discerning what is both important and urgent, versus important or urgent. It entails knowing what you do best and when, and assembling the appropriate tools to accomplish specific tasks.

1.2.3 Stress Management:

By nature, societies tend to become more complex over time. In the face of increasing complexity, stress on the individual is inevitable. More people, distractions, and noise require each of us to become adept at maintaining tranquillity and working ourselves out of pressure-filled situations. Most forms of

multi-tasking ultimately increase our stress, versus focusing on one thing at a time.

1.2.4 Change Management:

In our fast-paced world, change is virtually the only constant. Continually adopting new methods and re-adapting others is vital to a successful career and a happy home life. Effective change management involves making periodic and concerted efforts to ensure that the volume and rate of change at work and at home does not overwhelm or defeat you.

1.2.5 Technology Management:

Effectively managing technology means ensuring that technology serves you, rather than abuses you. Technology has always been with us, since the first walking stick, flint, spear, and wheel. Now, the rate of change is accelerating, brought on by vendors seeking expanding market share. Often there is no choice but to keep up with the technological Joneses, but you must rule technology, not vice versa.

1.2.6 Leisure Management:

The most overlooked of the work-life balance supporting disciplines, leisure management acknowledges the importance of rest and relaxation- that one can't short-change leisure, and that "time off" is a vital component of the human experience. Curiously, too much of the same leisure activity, however enjoyable, can lead to monotony. Thus, effective leisure management requires varying one's activities

1.3 Techniques used to Improve Work Life Balance

1.3.1 Job Redesign:

Narrow jobs need to be combined into large units of accomplishment. Jobs should be redesigned to enrich them. Job enrichment helps to satisfy higher orders needs by providing interesting, stimulating and challenging attitude to do the work.

1.3.2 Career Development:

Opportunity for career development and growth personality improves commitment. Career planning, counselling second career etc help to meet expectations of achievement-oriented employees.

1.3.3 Autonomous work group:

In an autonomous work group, employees are given the freedom of decision making. In such a group the workers themselves plan, coordinate and Productivity Job Characteristics Significance, Autonomy, Varsity, Challenge, etc. Personality Traits Need Patterns, Growth, Need, Work Ethic, etc. Job Involvement Sense of Competence Job Satisfaction Low Absenteeism Low Turnover control their activities. The group as a whole is accountable for success or failure. It is also called a self-managed work team.

1.3.4 Flexible Work Schedule:

Flexible working hours (Flexi-time) staggered hours, reduced work week, job-sharing, part-time employment and other types of alternative work schedules provide freedom to employees in scheduling their work.

1.3.5 Participative management:

Employees want to participate in deciding matters which affect their lives: Quality Circles, Management by Objectives, Suggestion System and other form of employees' participation in management help to improve Quality of Work Life.

1.3.6 Job Security:

Adequate security of job is a high priority of employees and should be provided.

1.3.7 Administrative Justice:

The principle of justice, fair and equity should be applied in disciplinary procedure grievance procedure, promotions, transfer, work assignment, leave etc.

1.4 Work-Life Balance principles

1.4.1 Work Life Balance Policy principles Work Life Balance should:

- ❖ benefit both the individual and the organisation
- ❖ be responsive to the needs of the organisation (nature of the business, operating hours etc) and demands of their service-users (citizens and/or government)
- ❖ be aligned with the vision and strategic direction of the organisation
- ❖ recognise that the needs of both the organisation and employees are not static, but change over time
- ❖ be broad, in order to cover a wide variety of situations (e.g. not just targeted at those with children) and employee needs

- ❖ be a joint responsibility between employees, their union and the organisation
- ❖ be available to all employees, or have it clearly stated where they are not (e.g. some jobs may not be able to be done part-time)
- ❖ be fair and equitable, recognising that different cultures, abilities/disabilities, religions, beliefs, whanau and family practices may mean different solutions for different people, and that "one size does not fit all"
- ❖ be affordable for the organisation and realistically budgeted
- ❖ Value employees for their contribution to the organisation, regardless of their working pattern.

1.4.2 Work Life Balance Implementation Principles Work-life balance programmes should:

- ❖ be flexible, so that work-life balance programmes can be changed to meet the needs of employees and the organisation as they change
- ❖ highlight the need for management, unions and employees to work in partnership to identify issues and discuss relevant and workable solutions
- ❖ be widely communicated, so that employees are aware of what is available
- ❖ be easily accessible, i.e. employees know what is available and feel they can use the provisions without being penalised
- ❖ be integrated with human resource and people management policies and practices
- ❖ be carefully planned and agreed and practical, so that they can work
- ❖ allow for tailoring to meet individual employee needs where possible
- ❖ include a monitoring and evaluation mechanism, to investigate if they are succeeding in their aims and are being applied consistently.

1.5 INDUSTRY PROFILE:

1.5.1 INDIAN TEXTILE INDUSTRY:

The textile industry is one of the oldest and most important industries in India. It contributes significantly to the country's economy and provides employment to millions of people.

India has a rich history of textile production, with evidence of cotton textiles being produced as early as 5000 BCE. The industry grew and developed over the centuries, and by the time of British colonial rule in the 19th century, India was the world's leading producer of textiles.

Today, the Indian textile industry is a major player in the global market. It is the second-largest producer of textiles and garments in the world after China, and the industry contributes around 7% to India's GDP and provides employment to over 45 million people.

The industry is highly diversified, with a wide range of products including cotton, silk, jute, wool, and synthetic fibers. India is also known for its traditional textile arts such as block printing, tie-dye, and embroidery, which are highly valued both domestically and internationally.

The Indian government has taken several steps to promote the growth of the textile industry, including launching schemes to modernize textile mills, promote textile exports, and provide training to workers. The government has also introduced policies to encourage foreign investment in the industry.

Despite its successes, the Indian textile industry faces several challenges, including outdated technology, high production costs, and competition from countries with lower labour costs. However, with its rich history, skilled workforce, and government support, the industry is poised for continued growth and success in the years to come.

1.6 FUTURE OF THE TEXTILE INDUSTRY IN INDIA:

Within the year 2027, the Indian textile sector hopes to export goods valued \$40 to \$100 billion. This industry has received the most government support in the previous thirty years through a variety of programmes. With the production of more diverse products, the garment sector is developing quickly. Additionally, as the textile industry grows throughout the world, more foreign currency is being earned.

Due to the epidemic, there is an increase in demand for technical textiles used to make PPE gear and suits. The sector is being supported by the government through financing and equipment sponsorship. Leading industry

players are attaining sustainability in their products by creating textiles using recyclable natural resources. Automotive textiles' technical textiles market is anticipated to grow from US\$ 2.4 billion in 2020 to US\$ 3.7 billion in 2027. In a similar vein, it is anticipated that the market for industrial textiles would grow at an 8% CAGR from US\$ 2 billion in 2020 to US\$ 3.3 billion in 2027. By 2029, it is anticipated that the Indian textiles market as a whole will be valued more than US\$ 209 billion.

The demand for goods in the Indian textile industry has increased as a result of an increase in disposable income, creating a huge demand in both domestic and international markets. Consequently, the rapid growth of the retail sector, government support, and investments bode well for India's textile industry's future.

1.7 COMPANY PROFILE:

Sirpika Clothing is a women's clothing brand that was founded in Chennai in 2015. The company specializes in creating contemporary and stylish Indian wear for women of all ages. The brand is known for its unique and innovative designs that blend traditional Indian elements with modern fashion trends.

Sirpika Clothing offers a wide range of products including sarees, salwar suits, lehengas, kurtas, and other ethnic wear. The company uses high-quality fabrics and materials to create its products, and focuses on providing comfortable and affordable clothing options for its customers. The brand's designs are inspired by the rich cultural heritage of India, and are created with a modern twist to appeal to the younger generation. The company's team of designers and craftsmen work tirelessly to create intricate and beautiful designs that are both functional and stylish.

- **Mission:** Our mission at Sirpika Clothing is to attain customer satisfaction by delivering nothing but the best, by means of utilizing the highest quality of resources and world-class systems”.
- **Vision:** “by providing desirable fashion apparel and accessories for women, quality services by professionally trained team members, outstanding value through our direct logistic links with manufacturers and

finally convenience through our network of partner retailers and wholesalers across the world”.

▪ **Values:**

1. Creativity: We value creativity and innovation in our designs and strive to create unique and beautiful clothing options that stand out in the market.
2. Quality: We are committed to using high-quality materials and manufacturing processes to ensure that our products are of the highest standards.
3. Customer Satisfaction: We prioritize our customers' needs and are dedicated to providing excellent customer service to ensure that our customers are satisfied with their experience.
4. Diversity: We celebrate diversity and inclusivity in our designs, catering to women of all ages, sizes, and backgrounds.
5. Sustainability: We are committed to sustainable and ethical practices in our manufacturing processes and strive to reduce our environmental impact.

1.7.1 STRATEGIC PRIORITIES:

1. Expand Online Presence: Sirpika Clothing has already established a strong online presence, but there is still room for growth. The company could focus on expanding its e-commerce operations by optimizing its website, improving its online marketing efforts, and exploring new online sales channels.
2. Introduce New Product Lines: While Sirpika Clothing has a strong portfolio of products, the company could consider introducing new product lines to diversify its offerings and reach new customers. For example, the company could introduce a line of accessories or footwear to complement its clothing offerings.
3. Expand Geographically: While Sirpika Clothing is based in Chennai, the company could consider expanding its operations to other cities in India and even internationally. This could be achieved through strategic partnerships, franchise agreements, or by opening new physical stores in other cities.
4. Improve Sustainability Practices: Sirpika Clothing has already made a commitment to sustainability, but the company could focus on improving its

practices further. This could include sourcing sustainable materials, reducing waste in manufacturing, and implementing eco-friendly packaging solutions.

5. Enhance Customer Experience: Sirpika Clothing already prioritizes customer satisfaction, but the company could focus on enhancing the overall customer experience by improving its in-store and online shopping experiences. This could involve improving store layouts, introducing new technologies, and offering personalized recommendations to customers.
6. Invest in Marketing: While Sirpika Clothing already has a strong social media presence, the company could consider investing more in marketing to increase brand awareness and reach new customers. This could include partnering with influencers, running targeted ads, and attending fashion events and shows.

1.8 PROBLEM STATEMENT:

The textile industry is a crucial sector that contributes significantly to the economy of many countries. However, the industry is often associated with long working hours, high workload, and low wages, which can result in poor work-life balance for employees. The textile industry also has a high demand for seasonal workers, leading to unstable employment and income insecurity. Employees in the textile industry may face a range of challenges in achieving a healthy work-life balance. Long working hours, strict production schedules, and high workload can leave employees with little time for personal or family life. This can lead to stress, burnout, and reduced productivity, which ultimately affects the company's bottom line. Overall, achieving a healthy work-life balance in the textile industry is a significant challenge that requires the attention of industry stakeholders and policymakers. By addressing these challenges, the industry can improve employee well-being, boost productivity, and enhance its overall sustainability.

1.9 NEED FOR THE STUDY

- The textile industry is a labor-intensive sector that requires long working hours, and employees often work in demanding conditions. Therefore, understanding the work-life balance of employees in this industry is essential for their well-being.
- The textile industry is a significant contributor to the economy of many countries. Studying the work-life balance of employees in this industry can provide insights into how to improve working conditions and overall productivity, leading to economic growth.

1.10 SCOPE OF THE STUDY

- Assessment of current work-life balance practices
- Identification of factors affecting work-life balance
- Evaluation of the impact of work-life balance on employee performance
- Assessment of the role of management
- Identification of best practices

1.11 OBJECTIVES OF THE STUDY

■ PRIMARY OBJECTIVE:

To study on the work life balance of employees with reference to Sirpika clothing.

■ SECONDARY OBJECTIVES:

- To identify the importance of work life balance.
- To analyze the barriers for employees to achieve Work life balance.
- To examine the factors that impact the work life of employees.
- To suggest outcome solution for balanced working environment.

1.12 LIMITATIONS OF THE STUDY

- This study is confined to Sirpika clotting only.
- The study is based on the work life balance of the employees at Sirpika Clothing.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So, the accuracy might differ.

CHAPTER 2

REVIEW OF LITERATURE

- **Indrajit Kumar (2022)**, highlights the importance of quality of work life (QWL) and its impact on the performance and work life of bank employees in India. The study aims to investigate the dimensions of QWL and compare the work-life balance of employees in public and private sector banks. The review identifies eight significant dimensions that contribute to QWL, with social integration and social relevance being the most significant factors. The study concludes that improving social integration and social relevance can enhance the QWL of bank employees, and suggests that employers should focus on creating a work environment that promotes work-life balance and employee well-being.

- **Chen, T. H., & Hsieh, C. H. (2022)**- The systematic review highlighted the challenges of achieving work-life balance for hospitality employees due to the nature of their work, including long working hours, irregular schedules, and high workload. The authors suggest that organizational interventions, such as flexible scheduling, work-life balance policies, and social support, can help to improve work-life balance for hospitality employees. They also propose the need for employee-driven strategies, such as time management skills, self-care practices, and work-life balance awareness training, to enhance employees' work-life balance and well-being in the hospitality industry.

- **Ali, M., Ullah, I., & Rahman, M. U. (2022)**- The study concludes that work-life balance positively affects employee performance, leading to increased productivity, job satisfaction, commitment, and retention. The proposed framework suggests that organizations should implement policies and practices that promote work-life balance, such as flexible work arrangements, supportive leadership, and employee wellness programs. This can lead to a positive cycle of work-life balance and employee performance, benefiting both the employees and the organization.

- **Jiménez, P., & Alcover, C. M. (2021)**- highlighted the significant impact of COVID-19 on work-life balance, as employees struggle to balance their work and personal responsibilities while working from home. The authors suggest that interventions, such as flexible work arrangements, training and support for managers, and employee well-being programs, can help to mitigate the negative impacts of COVID-19 on work-life balance and promote employee well-being.

- **Lin and Wu (2021)**- highlighted the prevalence of work-family conflict and the challenges of achieving work-life balance among healthcare professionals. The authors suggest that organizational interventions, such as flexible work arrangements, social support, and resources for childcare and eldercare, can help to reduce work-family conflict and improve work-life balance for healthcare professionals.

- **Vani Haridasan and Kavitha Muthukumaran (2021)** aimed to identify the various factors that affect women's work-life balance during the lockdown caused by the COVID-19 pandemic. The study found that job performance and personal wellbeing are the main determinants of women employees' work-life balance during work from home. The findings of this study suggest that organizations should realign their policies, benefit programs, work distribution, and make job changes inside the organization for an employee-friendly remote working experience, thereby improving the workforce's efficiency and productivity.

- **Ashwini A Yarnal (2020)**, she encountered Work life balance (WLB) is the modern distinctive issue of health care industry, since employees consistently need to succeed and advance at work place, simultaneously for family and recreation. Balancing these two boundaries is the reason for burn out of employees and thus the employers perceived this as a need of hour and want to introduce the work life balance strategies, plans and formulate policies to employee morale, motivation and productivity.

- **Tripti et. al. (2020)**, found that the organizational and individual efficiency would be better when there is an existence of improved QWL. The individual efficiency means the development of work-related competencies at the working environment through well-defined human resource practices of the organization. A well-defined HRD practices may results in enhanced motivation, job commitment and job satisfaction among the employees.

- **Rice et. al. (2020)** there is a correlation between work satisfaction and quality of people's life. The work experience and outcomes can affect a person's general quality of life, both directly and indirectly through their efforts on family interactions, leisure activities and levels of health and energy.

- **Ashwini A Yarnal (2020)**, she encountered Work life balance (WLB) is the modern distinctive issue of health care industry, since employees consistently need to succeed and advance at work place, simultaneously for family and recreation. Balancing these two boundaries is the reason for burn out of employees and thus the employers perceived this as a need of hour and want to introduce the work life balance strategies, plans and formulate polices to employee morale, motivation and productivity.

- **Dr. G. Balamurugan and M. Sreeleka (2020)**- Work-life balance of women employees plays a major role because they have to manage their personal life for their good quality of life. The employee's satisfaction is based on the employee being happy and delivering the level best. Even in the worst scenario, the employee is very loyal to their organization because of the employee Satisfaction. The quality of life is based on the professional life of each and every women employee who is coming forward to support to their family. The problem of the women employee's face is a health condition, Pregnancy discrimination, Sexual harassment, not equal pay, etc. This paper says that how the women employees are balanced and Satisfied in the IT sector and the factors that affect the work-life balance of women employees are working hours, Job satisfaction, working condition, etc. and

find out the women employee job satisfaction were analysed by using the statistical method that is Chi-square and Correlation test.

- **Ni Putu Ratna Sari (2019)**, The development of human resources is important because labor is an important asset, so maintaining competent human resources is important for hotel management. All things related to welfare, comfort in work life is known as Quality Work Life (QWL). High QWL is achieved if employees get job satisfaction, both in participating in decision making, as well as in having opportunities to develop.
- **Hackman et. al. (2017)**, pointed that the work environment that is able to fulfil employees' personal needs is considered to provide a positive interdependence effect, which will lead to better QWL. They highlight that the personal needs are satisfied when rewards from the organisation, such as compensation, promotion, recognition and development meet their expectations.
- **Kanwar et al. (2015)** stated about work life balance and burnout on job satisfaction in the context of the Information Technology (IT) and IT Enabled Services (ITES) industries. Burnout is measured through three dimensions, i.e., meaninglessness, demotivation, and exhaustion. Job satisfaction was higher among the male employees in comparison to the female employees. Interestingly, the IT group had lower work-life balance and job satisfaction, while it had higher meaninglessness, de-motivation and exhaustion compared to the ITES group.
- **Goyal & Agarwal, (2015)** reviewed and reported that the investment in the different schemes of Work-Life balance helps the organisation in increasing the efficiency, lower turnover, attaining better customer services, good health, adaptable working with a satisfied workforce in the industry.

- **Joanna Hughes, Nikos Biozones (2015)** purpose is to explore the views of male workers in a male dominated occupation on issues that pertain to work-life balance. It emerged that work-life imbalance was not only a source of concern, but also that it was the major source of dissatisfaction for participants. Furthermore, the participants made a clear connection between problems with work life balance and pull-out behaviours, including development and non-genuine sick absence.

- **S Padma et.al (2014)**, have highlighted the role of family support in balancing personal and work life and found that the present study shows that the support from family members will play a significant role in balancing Personal and Professional lives. Employees who have adult children can easily balance than those with younger age kids. Similarly, employees who need to take care of elder parents/in-law's health responsibility have lesser work life balance than their counterparts. The study concluded that lower balance may lead to higher absenteeism, lower job satisfaction and sometimes may turn to higher employee attrition. Organizations with cooperative work culture may help them to bring a suitable balance in their professional and personal life.

- **Ajith. et al (2013)** on work-life balance for role prioritization of IT employees showed that the employees were able to fulfil their professional and personal commitments at the same time, because of better work-life balance policies. The relationship between work-life balance policies and role prioritization was significant. The study was conducted on variables like travelling time, depression, temper, work etc., to know the relation between work-life balance and stress management.

- **Tariq (2012)** studied the considerable knowledge related to the theory and practices of Work-life balance from extensive meta-analysis of literature found that work-life balance is both important for the organization and for its employee's particularly in current dynamic organizational scenarios. It helps the organization to improve productivity, efficiency, competitiveness, morale

and hence gain a competitive edge. Similarly, employees are benefited from work-life balance initiatives through increased motivation to work, enhanced satisfaction, empowerment, and ultimately more commitment to the organization.

- **Kumari Lalita (2012)** commented that each of the WLB factors such as psychological distress, organizational changes, working hours, managerial style, job responsibilities, work overload, work life conflict and personal financial problems etc. have been proven to affects or are predictive of job satisfaction. It can also be concluded from the data, that the overall 19 WLB policies positively correlate significantly with level of job satisfaction which shows that job satisfaction increases with the increase in work-life balance. The results also indicated a shift in perceptions about work-life balance and job satisfaction. In the past, employees often found it more difficult to maintain balance due to the competing pressures at work and demands at home.

- **Tariq (2012)** studied the considerable knowledge related to the theory and practices of Work-life balance from extensive meta-analysis of literature found that work-life balance is both important for the organization and for its employee's particularly in current dynamic organizational scenarios. It helps the organization to improve productivity, efficiency, competitiveness, morale and hence gain a competitive edge. Similarly, employees are benefited from work-life balance initiatives through increased motivation to work, enhanced satisfaction, empowerment, and ultimately more commitment to the organization.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology is a way to solve the research problems. It may be understood as a science of studying how research is done scientifically. Thus, it is the various steps that are generally adopted by a researcher in studying his research problem with the logic behind them. It has many dimensions & methods, which constitute a part of the research & widens the scope of the research. This time research methodology is framed for the purpose of A study on challenges in logistics for small scale e-commerce business with special reference to Chennai.

3.2 RESEARCH DESIGN

Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation or income, a descriptive study is necessary. Descriptive studies are well-structured. It tends to be signed & its approach cannot be changed every now and then. It is, therefore necessary that the research give sufficient thought to framing research questions and deciding the types of data to be collected of the producers to be used for their purpose.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire collected from 122 respondents.
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.4 DATA EDITING AND STATISTICAL TOOLS

Primary data source was applied for the collection of the data. Data collected are edited and coded by using the tabular columns. This helps in converting the gathered data into a tabulated grouped data.

- Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.
- Chart Analysis is applied for better understanding of the percentage analysis and it is done via pie, bar charts etc.

3.5 QUESTIONNAIRE DESIGN

The questionnaire for the research study is to be structured in which different types of questions like open ended and close ended are covered. The questions will be designed as an opinion, multiple choices. A closed-ended question is one where the respondent is given a range of answers and has to make a choice of one or more. The questions in the questionnaire were arranged in a sequential manner grouped under the different factors of study.

3.5.1 MULTIPLE CHOICE QUESTIONS

A multiple-choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question.

DICHOTOMOUS QUESTION The dichotomous question is a question which can have two possible answers. Dichotomous questions are usually used in a survey that asks for a Yes/No, True/False or Agree/Disagree answers. They are used for clear distinction of qualities, experiences or respondent's opinions.

3.6 SAMPLE SIZE

A survey is collected as a questionnaire as size containing 122 samples through google forms.

3.7 PERIOD OF STUDY

The period of time taken to conduct the survey and preparation of the research paper is 3 Months at Sirpika clothing, Chennai.

3.8 HYPOTHESIS

- CHI-SQUARE TEST
- CORRELATION

3.9 TOOLS FOR ANALYSIS

- Percentage analysis
- Chi-square analysis
- Correlation

3.9.1 PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio in marketing comparison between two or more data to describe Relationships. Percentage can be used to compare the relative terms. The distribution of two or more series of data.

$$\text{Percentage analysis} = (\text{No. of Respondents} / \text{Sample size}) * 100$$

CHI-SQUARE TEST

A Chi-square test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution. The formulae used to calculate the chi – square value is

$$\chi^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

χ^2 = Pearson's cumulative test statistic, when asymptotically approaches a χ^2 distribution.

O = an Observed Frequency.

E = an expected frequency, asserted by the null hypothesis

n = the number of cells in the table

CORRELATION

This is one of the statistical tools used to measure the relationship between two or more than two variables. The measure of correlation is coefficient of correlation. Of the several mathematical methods of measuring correlation, Karl's Pearson method popularly known as Pearson coefficient of correlation, is most widely used in practice. The correlation coefficient is popularly denoted as R. The correlation coefficient R value should be between -1 to +1. The value is 0 means there is no relationship between the variables. The values + ve means there is a positive relationship between the variables. The value is – ve means there is a negative relationship between the variables. Mathematically solved by using this equation

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

Table 4.1.1 Showing gender of the respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
MALE	42	34.4%
FEMALE	74	60.7%
PREFER NOT TO SAY	6	4.9%
TOTAL	122	100%

Source: Primary data

Gender
122 responses

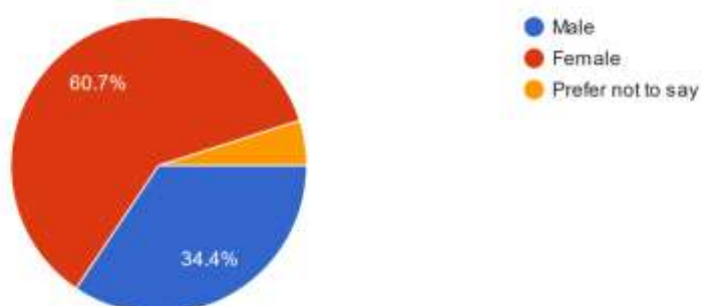


Chart 4.1.1 Showing gender of the respondents

Interpretation:

From the above table and chart, it is interpreted that 34.4% of the respondents are male, 60.7% are female and 4.9% respondents preferred not to say their gender. Therefore, majority (60.7%) of the respondents are female.

Table 4.1.2 Showing age of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
LESS THAN 25	34	27.9%
26-35	42	34.4%
36-45	32	26.2%
MORE THAN 46	14	11.5%
TOTAL	122	100%

Source: Primary Data

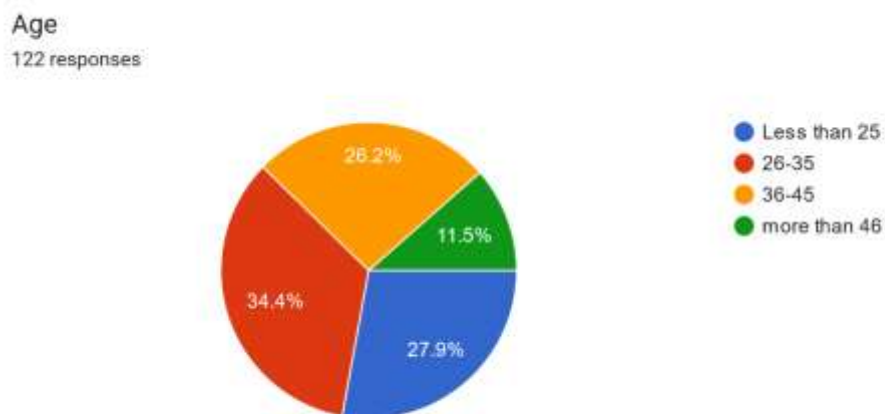


Chart 4.1.2 Showing age of the respondents

Interpretation:

From the above table and chart, it is interpreted that 27.9% of the respondents are in the age group under 25, 34.4% in the age group of 26-35, 26.2% in the age group of 36-45 and 11.5% of the respondents fall under the age group more than 45. Therefore, majority (34.4%) of the respondents fall under the age group of 26-35.

Table 4.1.3 Showing department of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
DESIGN & DEVELOPMENT	32	26.2%
SALES & MARTETING	24	19.7%
LOGISTICS	29	23.8%
HUMAN RESOURCE	23	18.9%
FINANCE & ACCOUNTING	14	11.5%
TOTAL	122	100%

Source: Primary Data

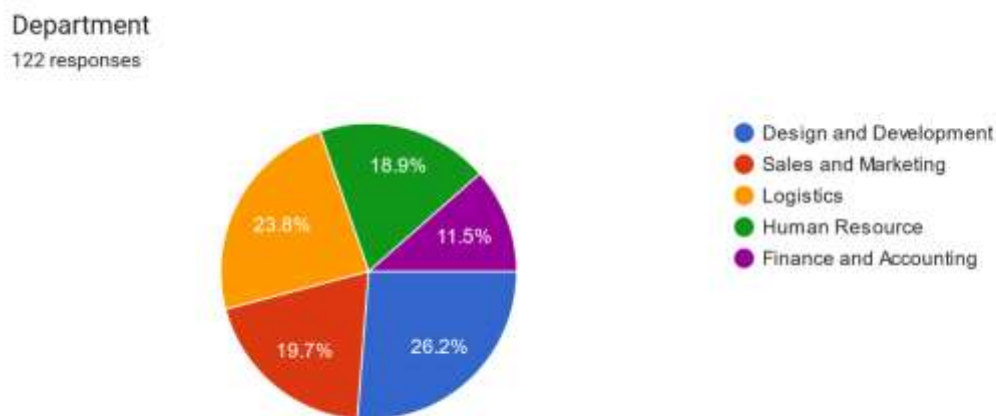


Chart 4.1.3 Showing department of the respondents

Interpretation:

From the above table and chart, it is interpreted that 26.2% of the respondents belong to design and development department, 19.7% are in sales and marketing, 23.8% in logistics, 18.9% in Human resource and 11.5% in Finance and accounting. Therefore, majority (26.2%) of the respondents belong to design and development department.

Table 4.1.4 Showing experience of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
0-5 YEARS	49	40.2%
6-10 YEARS	30	24.6%
11-15 YEARS	22	18%
16-20 YEARS	15	12.3%
MORE THAN 21 YEARS	6	4.9%
TOTAL	122	100%

Source: Primary Data

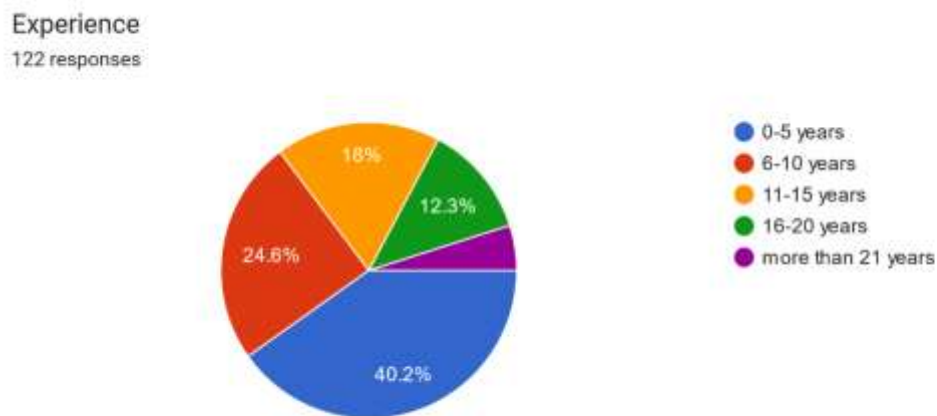


Chart 4.1.4 Showing experience of the respondents

Interpretation:

From the above table and chart, it is interpreted that 40.2% of the respondents have experience between 0-5 years, 24.6% between 6-10 years, 18% between 11-15%, 12.3% between 16-20 years and 4.9% have more than 21 years of experience. Therefore, majority (40.2%) of the respondents have working experience of 0-5 years.

Table 4.1.5 Showing monthly income of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
10000-15000	32	26.2%
16000-20000	30	24.6%
21000-25000	25	20.5%
26000-30000	20	16.4%
MORE THAN 30000	15	12.3%
TOTAL	122	100%

Source: Primary Data

Monthly Income
122 responses

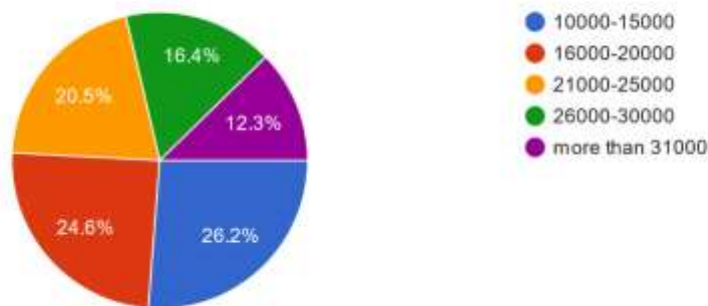


Chart 4.5 Showing monthly income of the respondents

Interpretation:

From the above table, it is interpreted that 26.2% of the respondents earn 10000-15000 monthly, 24.6% earn 16000-20000 monthly, 20.5% earn 21000-25000, 16.4% earn 26000-30000 and 12.3% of the respondents earn more than 30000 monthly. Therefore, majority (26.2%) of the respondents have monthly income between 10000-15000.

Table 4.1.6 Showing working hours of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
LESS THAN 9 HOURS	48	39.3%
9-12 HOURS	48	39.3%
MORE THAN 12 HOURS	26	21.3%
TOTAL	122	100%

Source: Primary Data

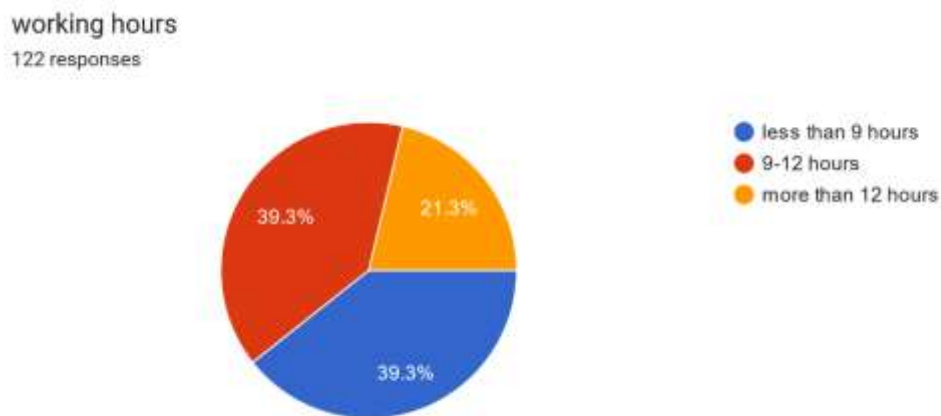


Chart 4.1.6 Showing Working hours of the respondents

Interpretation:

From the above table, it is interpreted that 39.3% of the respondents works less than 9 hours a day, 39.3% of the respondents work 9-12 hours and 21.3% of the respondents work more than 12 hours a day. Therefore, majority (39.3%) of the respondents work 9-12 hours a day.

Table 4.1.7 Showing job satisfaction of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	8	6.6%
2	20	16.4%
3	29	23.8%
4	53	43.4%
5	12	9.8%
TOTAL	122	100%

Source: Primary Data

Overall how satisfied are you with your job

122 responses

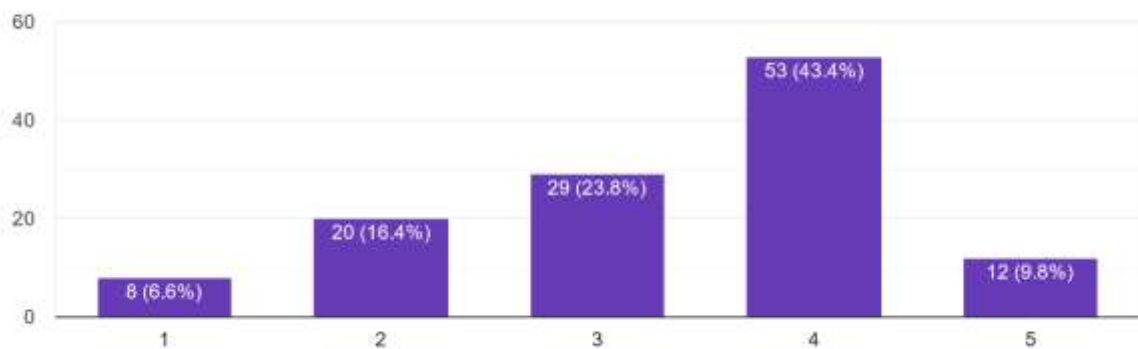


Chart 4.1.7 Showing Job satisfaction of the respondents

Interpretation:

From the above table, it is interpreted that 6.6% of the respondents rated 1, 16.4% rated 2, 23.8% rated 3, 43.4% rated 4 and 9.8% rated 5 on their job satisfaction. Therefore, majority (43.4%) of the respondents rated 4 on their job satisfaction.

Table 4.1.8 Showing no. of kids of respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
0	53	43.4%
1	30	24.6%
2	29	23.8%
MORE THAN 2	10	8.2%
TOTAL	122	100%

Source: Primary Data

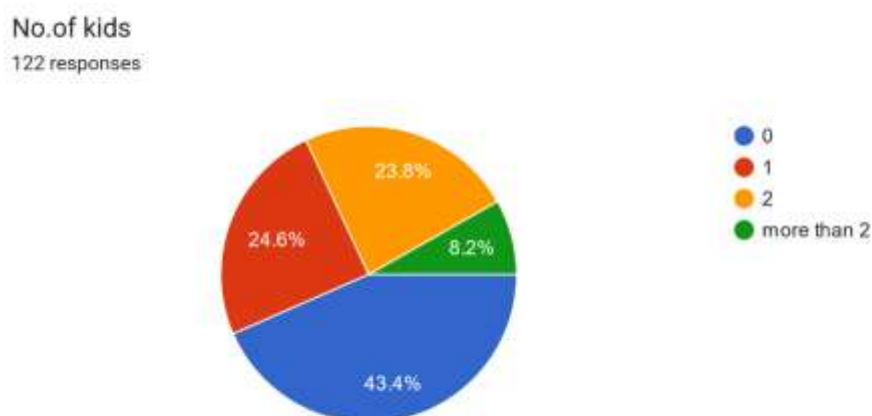


Chart 4.8 Showing no. of kids of respondents

Interpretation:

From the above table, it is interpreted that 43.4% of the respondents have no kids, 24.6% have 1 kid, 23.8% have 2 kids and 8.2% have more than 2 kids. Therefore, majority (43.4%) of the respondents have no kids.

Table 4.1.9 Showing the age of kids

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
LESS THAN 18	39	32%
MORE THAN 18	30	24.6%
NO KIDS	53	43.4%
TOTAL	122	100%

Source: Primary Data

Age of the kids
122 responses

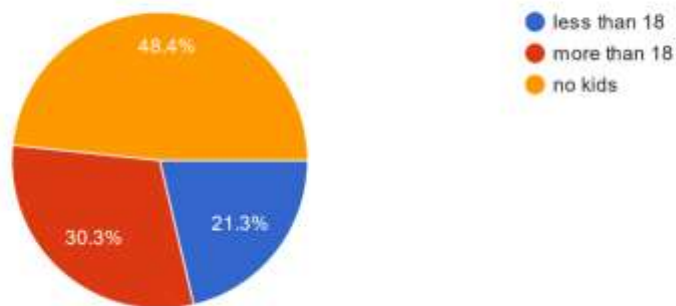


Chart 4.1.9 Showing the age of kids

Interpretation:

From the above table, it is interpreted that 32% of the respondents have kids less than 18 years, 24.6% have more than 18 and 43.4% have no kids. Therefore, majority (43.4%) of the respondents have no kids.

Table 4.1.10 Showing the work and life balance of respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	29	23.8%
AGREE	39	32%
NEITHER AGREE NOR DISAGREE	35	28.7%
DISAGREE	15	12.3%
STRONG DISAGREE	4	3.3%
TOTAL	122	100%

Source: Primary Data

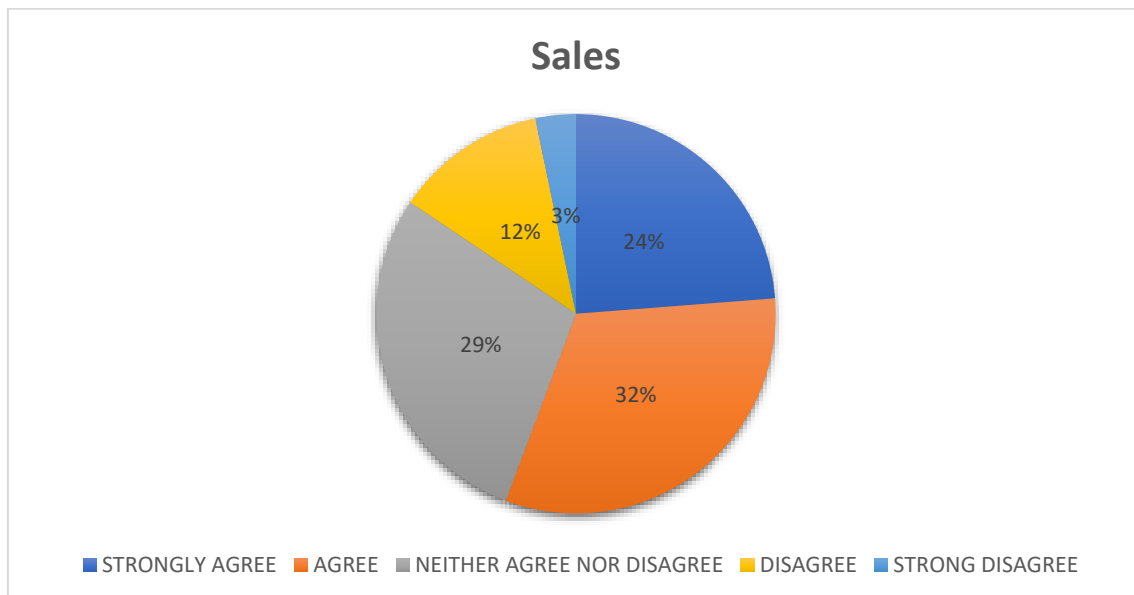


Chart 4.1.10 Showing the work and life balance of respondents

Interpretation:

From the above table, it is interpreted that 23.8% of the respondents strongly agree that they can manage work and life in a balanced way and 3.3% strongly disagree. Therefore, majority (32%) of the respondents agree that they can manage work and life in a balanced way.

Table 4.1.11 Showing whether the respondents think about work at home

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	52	42.6%
AGREE	36	29.5%
NEITHER AGREE NOR DISAGREE	19	15.6%
DISAGREE	11	9%
STRONG DISAGREE	4	3.3%
TOTAL	122	100%

Source: Primary Data

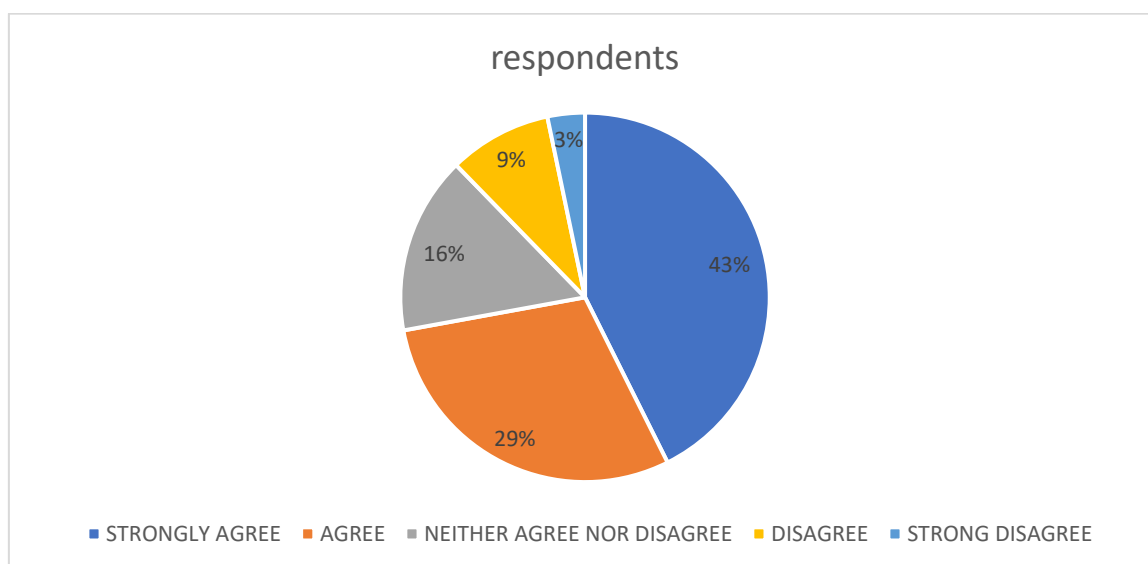


Chart 4.1.11 Showing whether the respondents think about work at home

Interpretation:

From the above table, it is interpreted that 42.6% of the respondents strongly agree that they often think about work, when they're not at work and 3.3% strongly disagree. Therefore, majority (42.6%) of the respondents agree that they often think about work, when they're not at work.

Table 4.1.12 Showing the time spent at work of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	53	43.4%
AGREE	34	27.9%
NEITHER AGREE NOR DISAGREE	23	18.9%
DISAGREE	9	7.4%
STRONG DISAGREE	3	2.5%
TOTAL	122	100%

Source: Primary Data

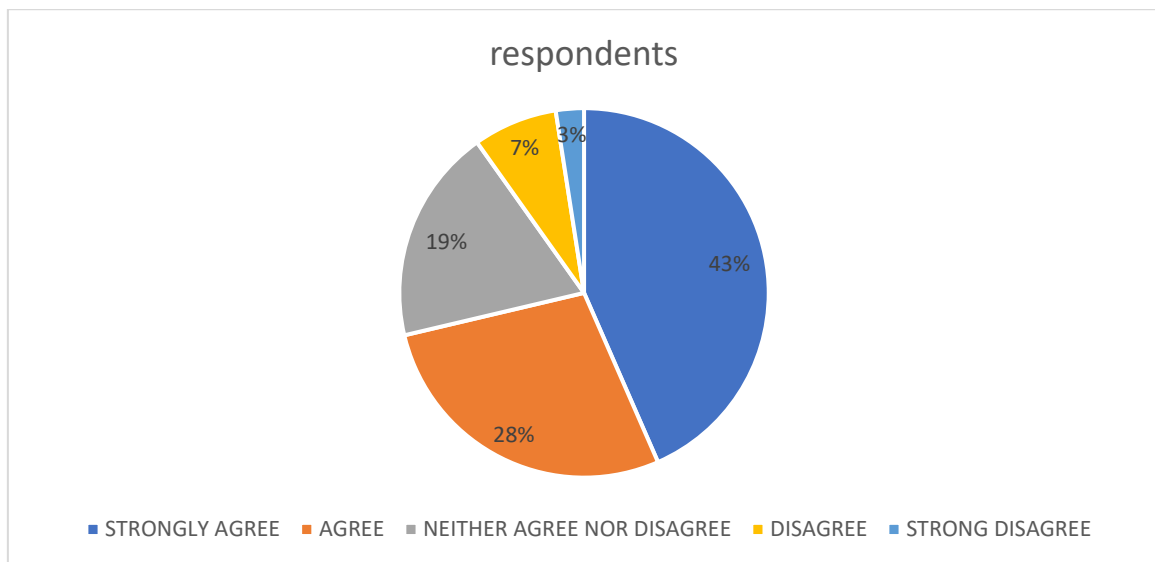


Chart 4.1.12 Showing the time spent at work of the respondents

Interpretation:

From the above table, it is interpreted that 43.4% of the respondents strongly agree that they feel that they spend too much time at work and 2.5% strongly disagree. Therefore, majority (43.4%) of the respondents agree that they feel that they spend too much time at work

Table 4.1.13 Showing the stress management of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	56	45.9%
AGREE	35	28.9%
NEITHER AGREE NOR DISAGREE	15	12.3%
DISAGREE	13	10.7%
STRONG DISAGREE	3	2.5%
TOTAL	122	100%

Source: Primary Data

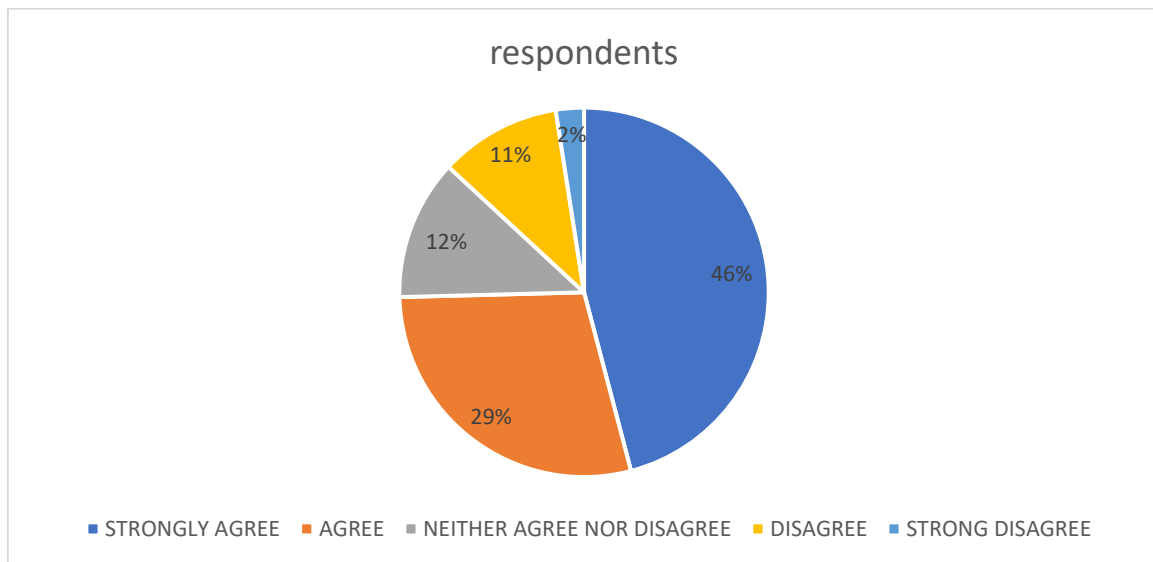


Chart 4.1.14 Showing the stress management of the respondents

Interpretation:

From the above table, it is interpreted that 45.9% of the respondents strongly agree that they lose temper at home, at work because of stress and 2.5% strongly disagree. Therefore, majority (45.9%) of the respondents agree that they lose temper at home, at work because of stress.

Table 4.1.14 Showing the salary rating of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	12	9.8%
2	44	36.1%
3	55	45.1%
4	8	6.6%
5	3	2.5%
TOTAL	122	100%

Source: Primary Data

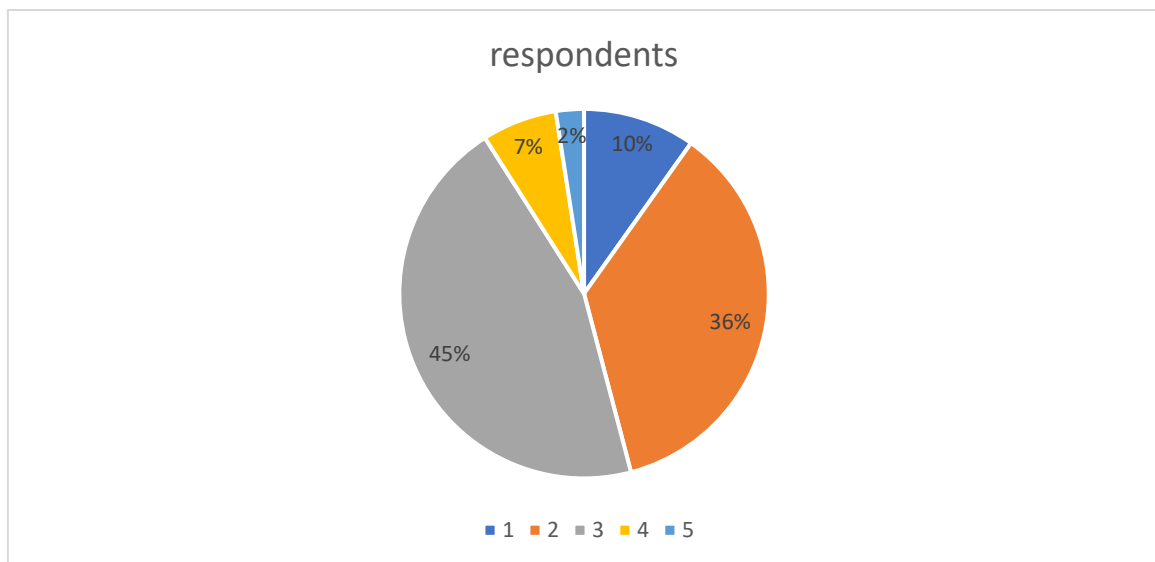


Chart 4.1.14 Showing the salary rating of the respondents

Interpretation:

From the above table, it is interpreted that 9.8% of the respondents rated 1, 36.1% rated 2, 45.1% rated 3, 6.6% rated 4 and 2.5% rated 5 on their salary. Therefore, majority (45.1%) of the respondents rated 3 on their salary.

Table 4.1.15 Showing the location rating of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	5	4.1%
2	17	13.9%
3	48	39.3%
4	50	41%
5	2	1.6%
TOTAL	122	100%

Source: Primary Data

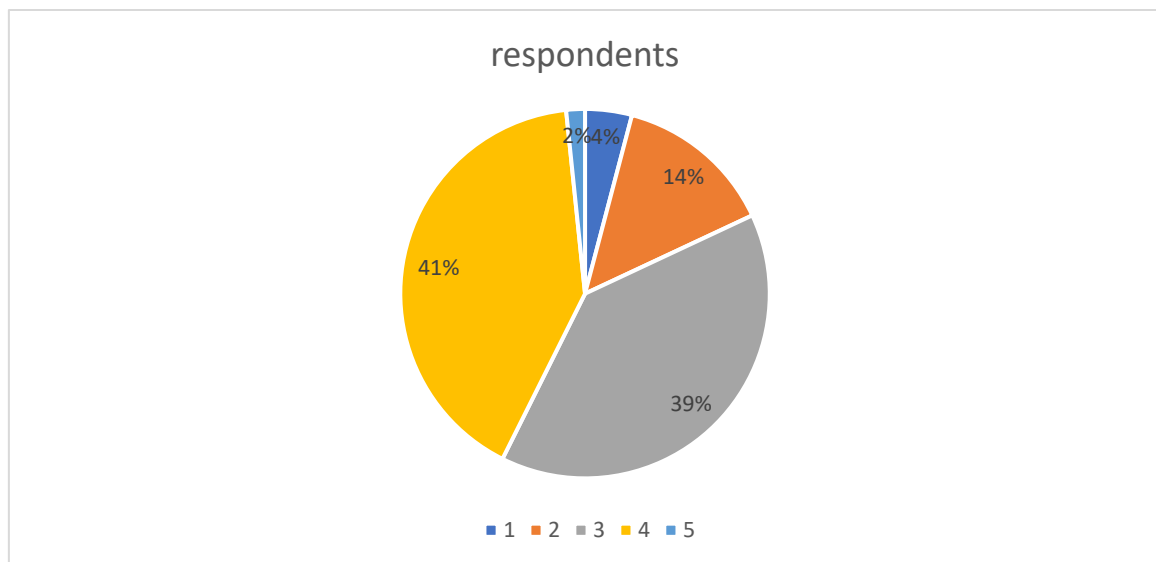


Chart 4.15 Showing the location rating of the respondents

Interpretation:

From the above table, it is interpreted that 4.1% of the respondents rated 1, 13.9% rated 2, 39.3% rated 3, 41% rated 4 and 1.6% rated 5 on the location of the workplace. Therefore, majority (41%) of the respondents rated 4 on the location of the workplace.

Table 4.1.16 Showing the working hours rating of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	5	4.1%
2	43	35.2%
3	53	43.4%
4	17	13.9%
5	4	3.3%
TOTAL	122	100%

Source: Primary Data

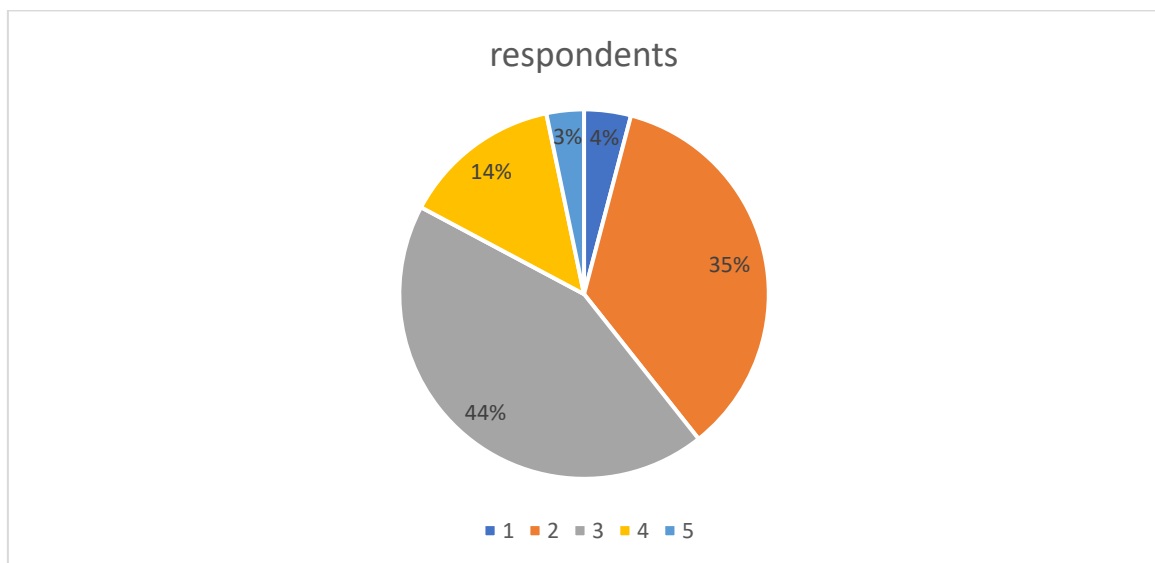


Chart 4.1.16 Showing the working hours rating of the respondents

Interpretation:

From the above table, it is interpreted that 4.1% of the respondents rated 1, 35.2% rated 2, 43.4% rated 3, 13.9% rated 4 and 3.3% rated 5 on flexible working hours. Therefore majority (43.4%) of the respondents rated 3 on flexible working hours.

Table 4.1.17 Showing the leave arrangements rating of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	4	3.3%
2	43	35.2%
3	52	42.6%
4	17	13.9%
5	6	4.9%
TOTAL	122	100%

Source: Primary Data

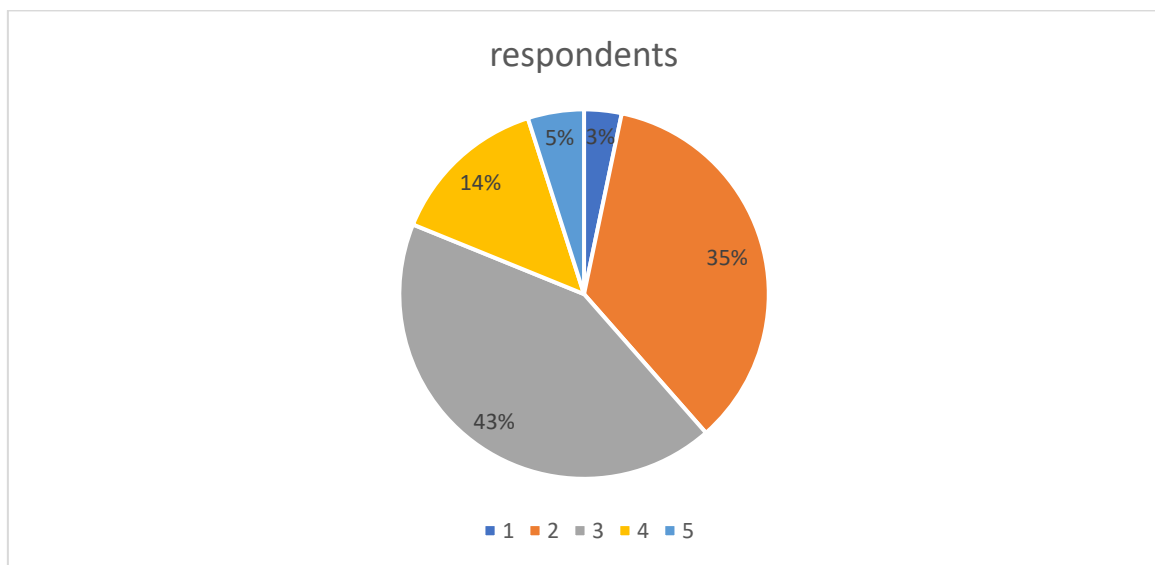


Chart 4.1.17 Showing the leave arrangements rating of the respondents

Interpretation:

From the above table, it is interpreted that 3.3% of the respondents rated 1, 35.2% rated 2, 42.6% rated 3, 13.9% rated 4 and 4.9% rated 5 on leave arrangement. Therefore, majority (42.6%) of the respondents rated 3 on leave arrangement.

Table 4.1.18 Showing the job security rating of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	6	4.9%
2	39	32%
3	61	50%
4	10	8.2%
5	6	4.9%
TOTAL	122	100%

Source: Primary Data

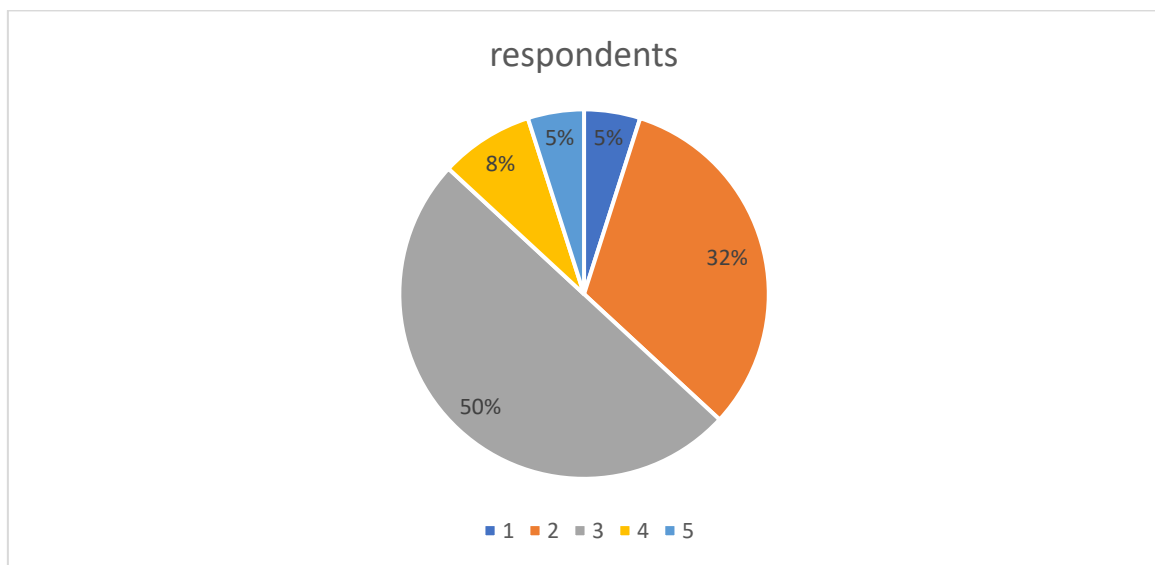


Chart 4.1.18 Showing the job security rating of the respondents

Interpretation:

From the above table, it is interpreted that 4.9% of the respondents rated 1, 32% rated 2, 50% rated 3, 8.2% rated 4 and 4.9% rated 5 on job security. Therefore, majority (50%) of the respondents rated 3 on job security.

Table 4.1.19 Showing the family responsibilities of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	57	46.7%
AGREE	30	24.6%
NEITHER AGREE NOR DISAGREE	20	16.4%
DISAGREE	13	10.7%
STRONG DISAGREE	2	1.6%
TOTAL	122	100%

Source: Primary Data

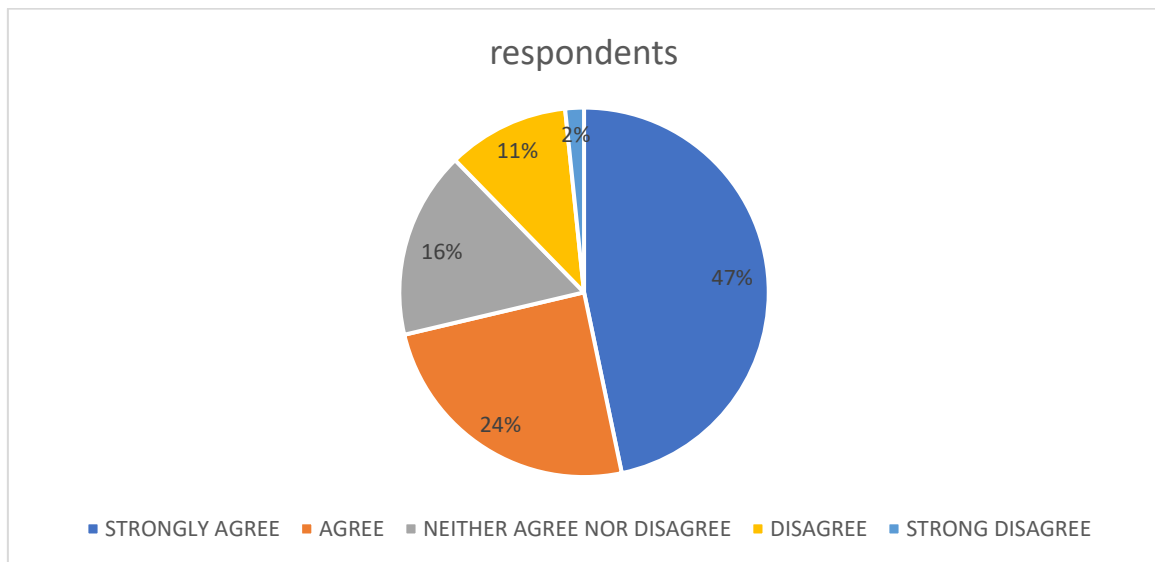


Chart 4.1.19 Showing the family responsibilities of the respondents

Interpretation:

From the above table, it is interpreted that 46.7% of the respondents strongly agree that family matters reduce the time they can devote to the job and 1.6% strongly disagree. Therefore, majority (46.7%) of the respondents agree that family matters reduce the time they can devote to the job.

Table 4.1.20 Showing the family distractions of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	50	41%
AGREE	37	30.3%
NEITHER AGREE NOR DISAGREE	21	17.2%
DISAGREE	11	9%
STRONG DISAGREE	3	2.5%
TOTAL	122	100%

Source: Primary Data

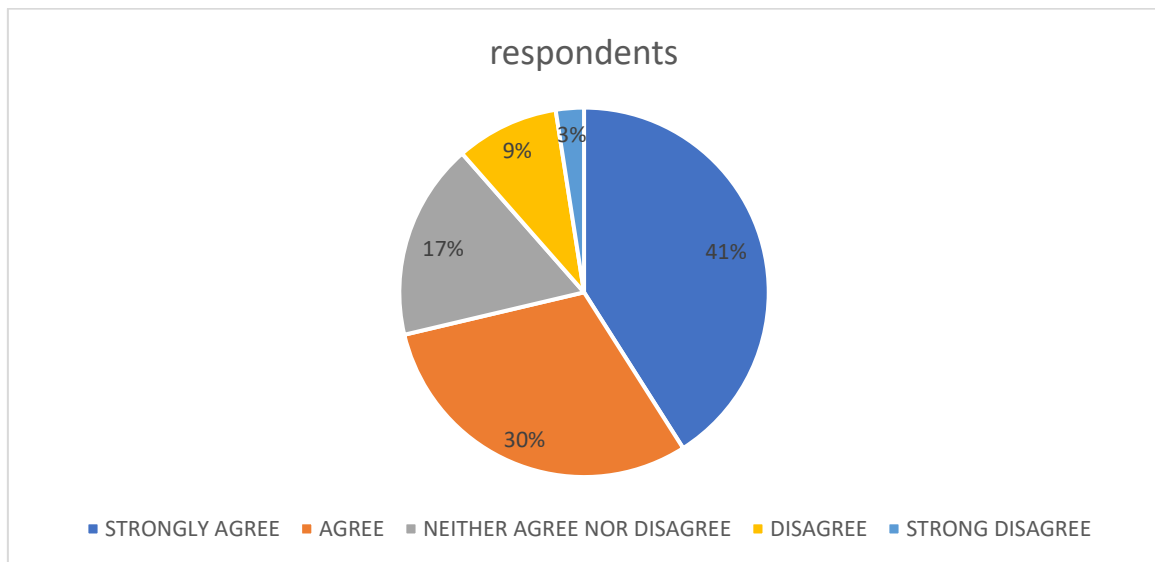


Chart 4.1.20 Showing the family distractions of the respondents

Interpretation:

From the above table, it is interpreted that 41% of the respondents strongly agree that Family worries or problems distract them from work and 9% strongly disagree. Therefore, majority (41%) of the respondents agree that Family worries or problems distract them from work.

Table 4.1.21 Showing the interference of family activities of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	53	43.4%
AGREE	19	15.6%
NEITHER AGREE NOR DISAGREE	34	27.9%
DISAGREE	13	10.7%
STRONG DISAGREE	3	2.5%
TOTAL	122	100%

Source: Primary Data

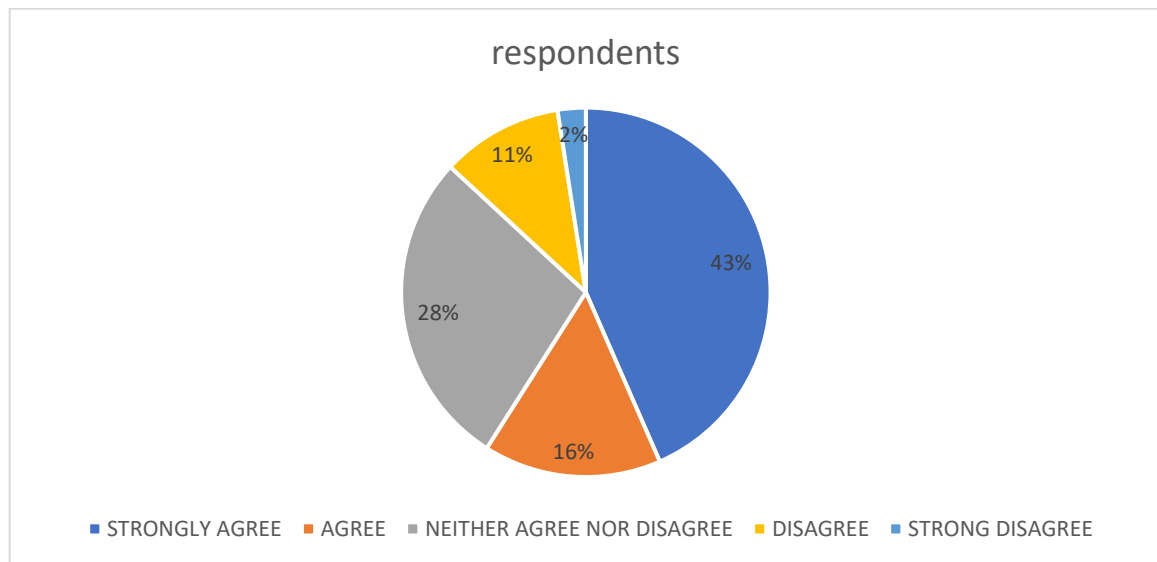


Chart 4.1.21 Showing the interference of family activities of the respondents

Interpretation:

From the above table, it is interpreted that 43.4% of the respondents strongly agree that Family activities stop from getting the amount of sleep they need to do the job well and 2.5% strongly disagree. Therefore, majority (43.4%) of the respondents agree that Family activities stop from getting the amount of sleep they need to do job well.

Table 4.1.22 Showing the obligations of family activities of the respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	52	42.6%
AGREE	23	18.9%
NEITHER AGREE NOR DISAGREE	27	22.1%
DISAGREE	16	13.1%
STRONG DISAGREE	4	3.3%
TOTAL	122	100%

Source: Primary Data

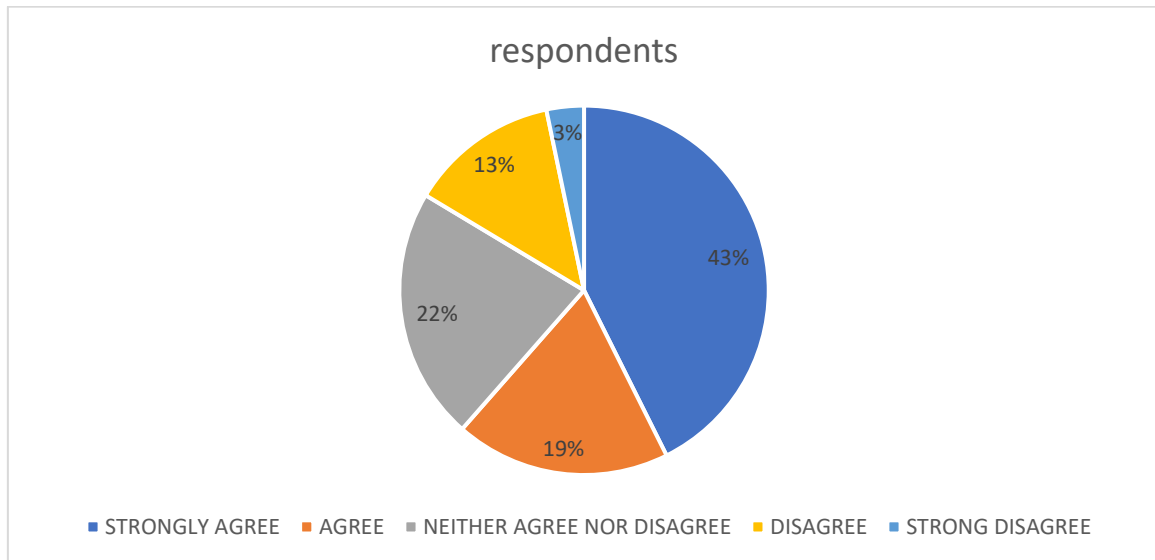


Chart 4.1.22 Rate your job in following parameters

Interpretation:

From the above table, it is interpreted that 42.6% of the respondents strongly agree that Family obligations reduce the time they need to relax and 3.3% strongly disagree. Therefore, majority (42.6%) of the respondents agree that Family obligations reduce the time they need to relax.

4.2 HYPOTHESIS TESTING:

4.2.1 CHI-SQUARE

H0: There is no significance difference between the gender and the work-life balance.

H1: There is a significance difference between the gender and the work-life balance.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * balance	122	100.0%	0	0.0%	122	100.0%

gender * balance Crosstabulation							
Count		balance					Total
		agree	disagree	neither agree nor disagree	strongly agree	strongly disagree	
gender	Female	29	8	22	14	1	74
	Male	10	6	12	12	2	42
	Prefer not to say	0	1	1	3	1	6
Total		39	15	35	29	4	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.968 ^a	8	.153
Likelihood Ratio	12.113	8	.146
N of Valid Cases	122		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .20.

Chart 4.2.1 Chi-square test

a.7 cells (46.7%) have expected count less than 5. The minimum expected count is .20.

Since p value (0.153) is greater than 0.05 at 5 percent level of significance, the null hypothesis is accepted and alternate hypothesis is rejected. Hence it is proved that there is no significance difference between the gender and work life balance of the employees.

4.2.2 CHI-SQUARE

H0: There is no significance difference between the department and working hours of the employees.

H1: There is a significance difference between the department and working hours of the employees.

department * working hours Crosstabulation

Count

		working hours			
		9-12 hours	less than 9 hours	more than 12 hours	Total
department	Design and Development	10	16	6	32
	Finance and Accounting	3	4	7	14
	Human Resource	7	13	3	23
	Logistics	19	6	4	29
	Sales and Marketing	9	9	6	24
Total		48	48	26	122

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.021 ^a	8	.010
Likelihood Ratio	18.511	8	.018
N of Valid Cases	122		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.98.

Chart 4.2.2 Chi-square test

Inference:

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.98.

Since p value (0.010) is lesser than 0.05 at 5 percent level of significance we accept the null hypothesis and reject the alternate hypothesis. Hence there is no significant difference between the department and working hours of the employees.

4.2.3 CORRELATION

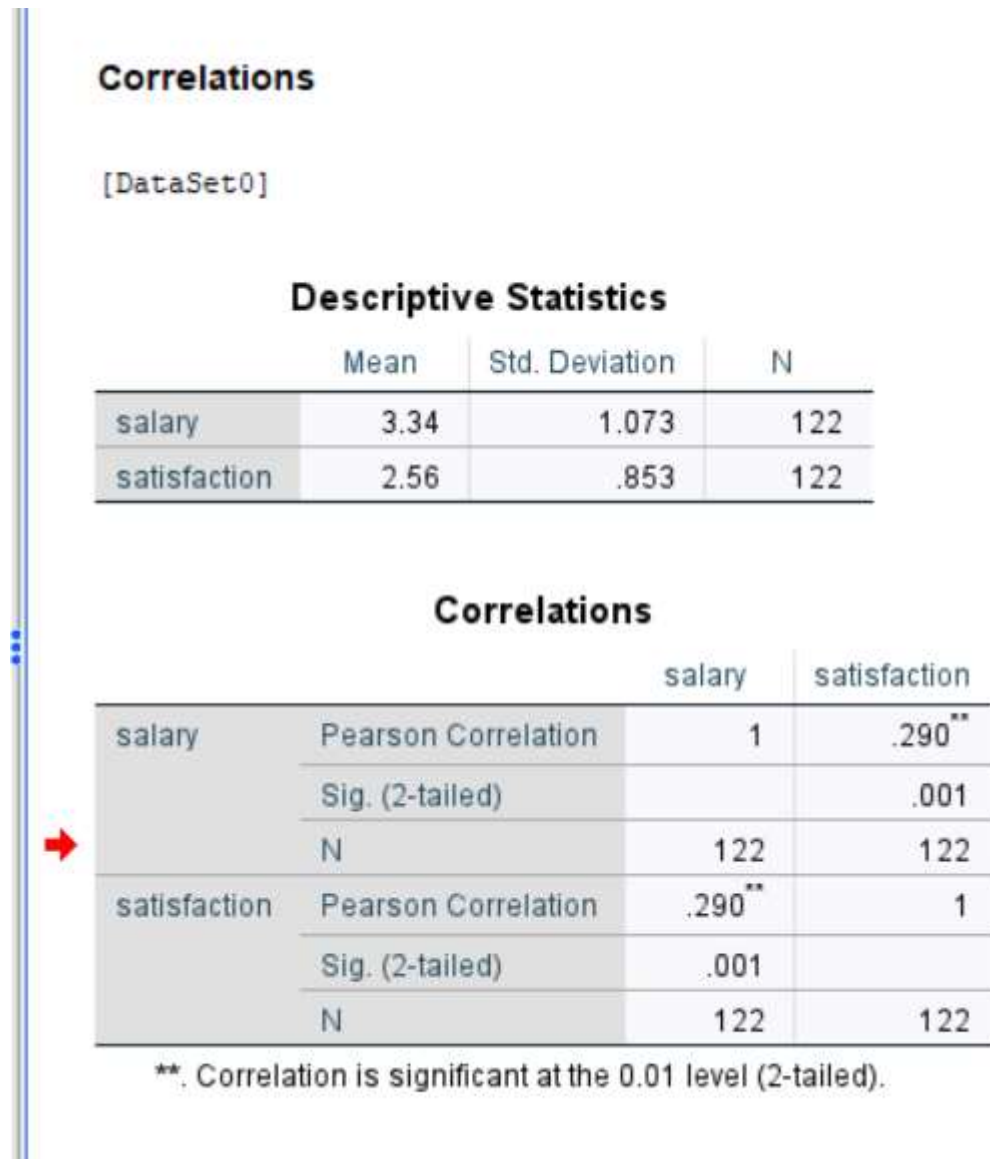


Chart 4.2.3 CORRELATION

R= .290

Since r is positive, there is positive relationship between salary received by the employees and their job satisfaction. we reject the null hypothesis and accept the alternate hypothesis.

4.2.4 CORRELATION

Table 4.2.1: Showing Age and Stress Level of Employees

Correlations			
		Age	Stress level of the Employees
Age	Pearson Correlation	1	.252**
	Sig. (2-tailed)		0.005
	N	122	122
Stress level of employees	Pearson Correlation	.252**	1
	Sig. (2-tailed)	0.005	
	N	122	122

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is 0.005 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between age and stress level of employees.

4.2.5 CORRELATION

Table 4.2.2: Showing Gender and Fulfilling Personal Life & Work Responsibilities

Correlations			
		Gender	Fulfilling Personal Life & Work Responsibilities
Gender	Pearson Correlation	1	.214*
	Sig. (2-tailed)		0.019
	N	122	122
Fulfilling Personal Life & Work Responsibilities	Pearson Correlation	.214*	1
	Sig. (2-tailed)	0.019	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.019 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and fulfilling personal life & work responsibilities.

4.2.6 T-TEST:

H0 (Null Hypothesis): There is no significant difference between Family Life Interfere with Work and Marital Status.

H1 (Alternate Hypothesis): There is a significant difference between Family Life Interfere with Work and Marital Status.

Table 4.2.3: Showing Family Life Interfere with Work and Marital Status

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	T	Df	Sig. (2- tailed)	Std. Error Difference
Family life interfere with work	Equal variances assumed	14.363	0.000	-3.413	122	0.001	0.220
	Equal variances not assumed			-3.507	121.389	0.001	0.214

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between family life interfere with work and marital status.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

1. Majority (60.7%) of the respondents are female.
2. Majority (34.4%) of the respondents fall under the age group of 26-35.
3. Majority (26.2%) of the respondents belong to design and development department.
4. Majority (40.2%) of the respondents have working experience of 0-5 years.
5. Majority (26.2%) of the respondents have monthly income between 10000-15000.
6. Majority (39.3%) of the respondents work 9-12 hours a day.
7. Majority (43.4%) of the respondents rated 4 on their job satisfaction.
8. Majority (43.4%) of the respondents have no kids.
9. Majority (43.4%) of the respondents have no kids.
10. Majority (32%) of the respondents agree that they can manage work and life in a balanced way.
11. Majority (42.6%) of the respondents agree that they often think about work, when they're not at work.
12. Majority (43.4%) of the respondents agree that they feel that they spend too much time at work.
13. Majority (45.9%) of the respondents agree that they lose temper at home, at work because of stress.
14. Majority (45.1%) of the respondents rated 3 on their salary.
15. Majority (41%) of the respondents rated 4 on the location of the workplace.
16. Majority (43.4%) of the respondents rated 3 on flexible working hours.
17. Majority (42.6%) of the respondents rated 3 on leave arrangement.

18. Majority (50%) of the respondents rated 3 on job security.
19. Majority (46.7%) of the respondents agree that family matters reduce the time they can devote to the job.
20. Majority (41%) of the respondents agree that Family worries or problems distract them from work.
21. Majority (43.4%) of the respondents agree that Family activities stop from getting the amount of sleep they need to do job well.
22. Majority (42.6%) of the respondents agree that Family obligations reduce the time they need to relax.
23. Majority (59%) of the respondents rated satisfactory on flexible working hours.
24. Majority (52.5%) of the respondents rated good on technology.
25. Majority (36.9%) of the respondents rated good on support from superiors.

5.2 SUGGESTIONS AND RECOMMENDATIONS:

- Implement flexible work arrangements: Offering flexible work hours, remote work options, and job sharing can help employees better manage their personal and professional responsibilities.
- Promote a culture of work-life balance: Develop policies and programs that promote work-life balance, such as wellness programs, health initiatives, and employee assistance programs.
- Reduce workload: Overloading employees with work can lead to stress and burnout. Distribute workload evenly and consider hiring additional staff to reduce pressure on employees.
- Provide training and development opportunities: Providing opportunities for employees to learn new skills and advance in their careers can improve job satisfaction and promote work-life balance.
- Foster open communication: Encourage open communication between management and employees. Provide a safe space for employees to share their concerns and ideas about work-life balance.

- Offer generous leave policies: Offer ample leave policies, such as paid vacation, sick leave, parental leave, and sabbaticals, to give employees time off to recharge and attend to personal matters.
- Encourage self-care practices: Educate employees on the importance of self-care practices such as exercise, healthy eating, and mindfulness.
- Address gender disparities: Address gender disparities by offering equal pay for equal work and providing support for working parents, such as flexible work arrangements and childcare benefits.

5.3 CONCLUSION

In conclusion, work-life balance is crucial for the well-being of employees in the textile industry. The textile industry is a demanding and challenging field, and it is essential for employers to prioritize their employees' mental and physical health. A work environment that prioritizes work-life balance can lead to improved employee satisfaction, productivity, and retention. The implementation of flexible work arrangements, reducing workload, offering training and development opportunities, and fostering open communication are among the key suggestions for improving work-life balance. Additionally, employers should offer generous leave policies, encourage self-care practices, and address gender disparities.

In today's competitive business landscape, employers in the textile industry must invest in their employees' well-being to maintain a competitive advantage. By prioritizing work-life balance, textile industry employers can create a supportive work environment that promotes employee satisfaction and, ultimately, a more engaged and productive workforce.

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ANNEXURE – I (QUESTIONNAIRE)

A STUDY ON WORK LIFE BALANCE OF EMPLOYEES AT SIRPIKA CLOTHING, CHENNAI

GENDER OF THE RESPONDENTS:

- a) Male
- b) Female
- c) Prefer not to say

AGE:

- a) Less than 25
- b) 26-35
- c) 36-45
- d) More than 46

DEPARTMENT

- a) Design and development
- b) Sales and marketing
- c) Logistics
- d) Human resource
- e) Finance and accounting

EXPERIENCE:

- a) 0-5 years
- b) 6-10 years
- c) 11-15 years
- d) 16-20 years
- e) More than 21 years

MONTHLY INCOME:

- a) 10000-15000
- b) 16000-20000
- c) 21000-25000
- d) 26000-30000
- e) More than 31000

WORKING HOURS:

- a) Less than 9 hours
- b) 9-12 hours
- c) More than 12 hours

Overall how satisfied are you with your job:

1 2 3 4 5

NO OF KIDS:

0 1 2 more than 2

AGE OF THE KIDS:

Less than 18 More than 18 No kids

WORK-LIFE BALANCE

- i can manage work and life in a balanced way
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

- I often think about work, when am not at work
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- I feel that I spent too much at work
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- Lose temper at home at work, because of stress
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

Rate your job in following parameter:

- Salary/ Wages

1	2	3	4	5
---	---	---	---	---
- Location of the workplace

1	2	3	4	5
---	---	---	---	---
- Flexible working hours

1	2	3	4	5
---	---	---	---	---
- Leave arrangement

1 2 3 4 5

- Job security

1 2 3 4 5

To what extent does your family life and family responsibilities interfere with your performance on your job in any of the following ways?

- Family matters reduce the time you can devote to your job
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- Family worries or problems distract you from your work
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- Family activities stop you getting the amount of sleep you need to do your job well
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- Family obligations reduce the time you need to relax or be by yourself
 - Strongly agree
 - Agree
 - Neither agree nor disagree

- Disagree
- Strongly disagree

Outcome solution for balanced working environment

■ Flexible work time

- poor
- satisfactory
- good
- very good
- not applicable

■ Technology

- poor
- satisfactory
- good
- very good
- not applicable

■ Support from superiors

- poor
- satisfactory
- good
- very good
- not applicable

■ Support from spouse

- poor
- satisfactory
- good
- very good
- not applicable

■ Spending time with family

-poor

-satisfactory

-good

-very good

-not applicable

■ To be home on time

-poor

-satisfactory

-good

-very good

-not applicable

ANNEXURE – II RESEARCH ARTICLE

A STUDY ON WORK- LIFE BALANCE OF EMPLOYEES IN TEXTILE INDUSTRY, CHENNAI

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ABSTRACT

“Work-Life balance is the most important part of human resource management which continuously receive increasing attention from employees, organizations, policy makers and their representatives. Work-life balance refers to the balance between an individual’s professional life and their personal life.” It involves having the capacity to balance and prioritize responsibilities between work and other aspects of life which includes family, friends, passions and the well-being of oneself. The goals of this study were to identify the demands that employees must juggle between their personal and professional lives and to assess how satisfied they were with their work-life balance. The primary data was collected from 122 employees in Textile industry. The survey collected data on employee’s work schedule, work-related stress, family responsibilities and leisure time activities. The results showed that textile industry employees experienced moderate work demands and high family demands. Employees reported high level of work-related stress, long working hours and lack of flexibility. Based on the findings from the study, it is suggested that the textile industry should implement policies and programs that support employees' work-life balance, such as flexible work arrangements leisure activities, and family-friendly policies.

Keywords: Work-Life Balance, Well-Being, policy, Satisfaction

INTRODUCTION

Work-life balance the state of equilibrium between a person's professional and personal responsibilities at home. To avoid overworking, oversteering, or burning out, it requires establishing a balance between family, friends, and personal or professional commitments. For people to experience a happy and fulfilling life, achieving work-life balance is essential since it can boost output, contentment, and general well-being. Because of new technologies, longer workdays, and the globalization of the labour, maintaining a balance is getting harder. “The degree to which employees of a company can fulfil their personal needs as a result of working there is the quality of work life. Element such as job performance, job

happiness, labour turnover, labour management relations, and other aspects of quality of life at work have a significant impact on the overall health of any industrial organization.” Organizations in the current economic climate are under pressure to increase productivity and require workers with better work-life balance since these workers will make more significant contributions to the development and success of their organizations. For a better work-life balance of employees, it is necessary to group little tasks into bigger units of achievement. Jobs need to be redesigned to be more fulfilling. Introduction of career planning, counseling is helpful to meet the expectations of the employees to achieve their goal. The principles of justice, fairness, and equity should be applied to all processes, including disciplinary actions, grievance proceedings, promotions, transfers, job assignments, and leave.

PROBLEM STATEMENT

The textile industry is an important sector that has a big impact on the economies of many nations. However, the business is frequently linked to long hours, a heavy workload, and low pay, which can result in workers having a poor work-life balance. The increased need for seasonal labor in the textile industry also creates uncertain job and economic insecurity. It can be difficult for workers in the textile sector to strike a healthy work-life balance for a variety of reasons. Employees may have limited time for personal or family life as a result of long working hours, rigid production schedules, and excessive workload. Stress, burnout, and decreased productivity may result from this, which eventually has an impact on the bottom line of the business. Overall, the textile sector faces a huge problem in attaining a good work-life balance, one that demands the attention of industry stakeholders and governments. By tackling these issues, the sector can raise productivity, enhance sustainability overall, and improve employee well-being.

NEED FOR THE STUDY

The textile industry is a labor-intensive field that necessitates lengthy workdays and frequently places workers in strenuous circumstances. Therefore, it is crucial for their wellbeing to understand how this industry's personnel balance their professional and personal lives. The economy of many nations is significantly influenced by the textile sector. Examining the work-life balance of people in this sector can help identify ways to enhance working conditions and general productivity, which will boost the economy.

OBJECTIVES OF THE STUDY

1. To study on the work-life balance of the employees in textile industry.
2. To identify the importance of work life balance.
3. To analyse the barriers for employees to achieve Work life balance.
4. To examine the factors that impact the work life of employees.
5. To suggest outcome solution for balanced working environment.

REVIEW OF LITERATURE

1. Chen, T.H., (CH, 2022)- The systematic review brought attention to the difficulties that hospitality workers have in establishing work-life balance because of the nature of their employment, which includes long working hours, erratic scheduling and heavy workload. The authors suggested that in order to improve worker's work-life balance and well-being in the hospitality sector, employee-driven methods are needed such as time management techniques, self-care routines and training in work-life balance awareness.
2. I. Ullah and M.U. Rahman (Ali, 2022)- The study comes to the conclusion that work-life balance has a favorable impact on worker performance, resulting in higher output, job satisfaction, dedication and retention. According to the suggested framework, business should adopt rules and regulations that support work-life balance, like flexible scheduling, encouraging management and employee health initiatives. This could result in a win-win situation for the organizations and the workers in terms of work-life balance and productivity.
3. Vani Haridasan and Kavitha Muthukumaran (v & k, 2021)- The study highlighted several factors affecting the work-life balance of women during COVID-19 pandemic. Work performance and individual well-being is the most important factors of society. The study found that organizations must harmonize policy, leisure programs, work dispersal and job rotation within the company for an employee- friendly remote work experience improves employee working conditions, efficiency and productivity.
4. Amarchand. S and S. Umamaheswari (S & S, 2021)- The study concluded that reducing stress level is the primary responsibility of employees and organizations. During COVID-19, working at home reduced the stress level of IT employees, banking and education sector. Most employees were capable of managing their stress, but some required guidance from their organizations. Overall, the study concludes that most employees have a good work-life balance, but some measures need to be implemented by organizations to manage stress for employees.
5. Tripti., et. al., (t & S, 2020)- The study found that the importance of Quality Work Life for efficient organization and individuals. The development of work-related competencies at the working environment through well-defined human resource practices of the organization.

RESEARCH METHODOLOGY

- **Research Design:** The research topic uses a descriptive research design.
- **Sampling Technique:** Convenience Sampling Method is used in this study.
- **Sources of Data:** Primary data through survey questionnaire is done from employees in textile industry, Chennai.
- **Sample Size:** Sample size of 122 employees working in textile industry, Chennai.
- **Study Period:** The research was conducted from January to March 2023.

- **Analytical Tools:**
 - Chi-Square test
 - Correlation
 - Independent T-test

RESULT ANALYSIS AND DISCUSSION

CHI-SQUARE

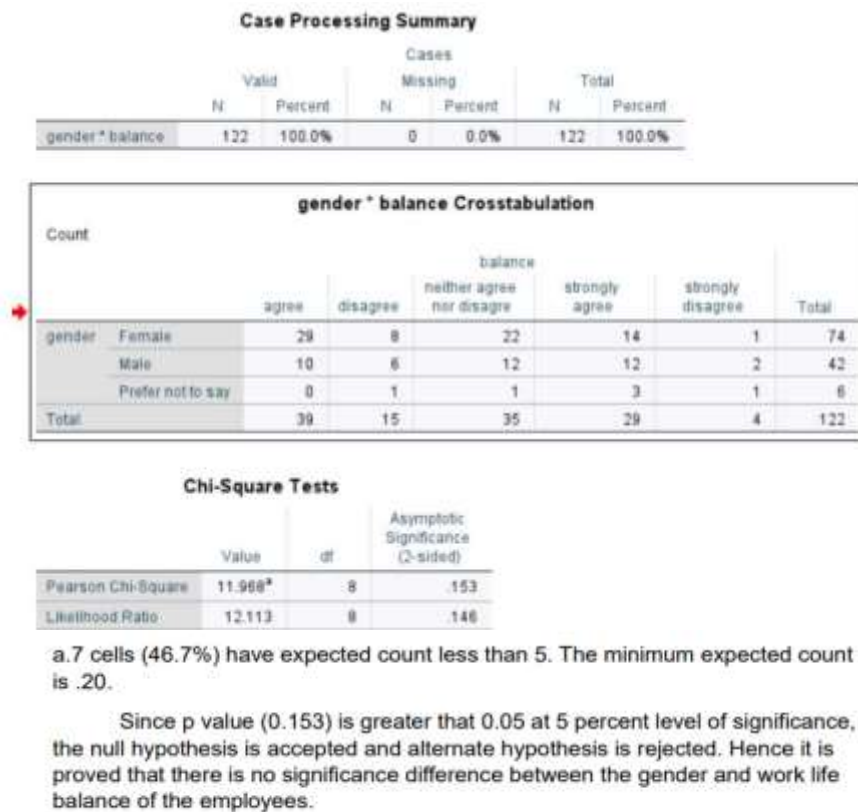


Fig. 1 – CHI-SQUARE TEST

CORRELATION

CORRELATIONS			
		Age	Stress Level of Employees
Gender	Pearson Correlation	1	.252**
	Sig. (2-tailed)		0.005
	N	122	122
Fulfilling Personal life & responsibilities	Pearson Correlation	.252**	1
	Sig. (2-tailed)	0.005	
	N	122	122

** . Correlation is significant at the 0.01 level (2-tailed)

Inference:

The alternative hypothesis (H1) is accepted. The p-value is less than the alpha value (0.05) at 0.005. As a result, there is a connection between employee age and stress level.

T-TEST:

H0 (Null Hypothesis): There is no significant difference between Family Life Interference with Work and Marital Status.

H1 (Alternate Hypothesis): There is a significant difference between Family Life Interference with Work and Marital Status.

INDEPENDENT SAMPLE TEST							
		Levene's Test for Equality of Variances		T-Test of Equality of Means			
		F	Sig.	T	Df	Sig. (2-tailed)	Std. Error Difference
Family Life Interference with work	Equal variances assumed	14.363	0.000	-3.413	122	0.001	0.220
	Equal variances not assumed			-3.507	121.398	0.001	0.214

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between family life interference with work and marital status.

LIMITATIONS OF THE STUDY

- The study is confined only to textile industries in Chennai.
- The study may be limited by self-report bias.
- Participants might have felt pressured to report their work-life balance as positive.

SUGGESTIONS

- More assistance should be given to workers who have childcare duties, such as flexible work schedules or leave policies.
- Improve job stability to ease employees' stress and worry.
- Offer staff ways to unwind and unwind, such wellness programs or counseling services.
- Encourage managers to encourage and recognize employees' requirements for a work-life balance.
- To entice and keep employees, provide perks and pay that are competitive.

CONCLUSION

In conclusion, maintaining a healthy work-life balance is essential for the wellbeing of workers in the textile sector. Employers must put their employees' mental and physical health first because the textile business is a demanding and difficult field. Workplaces that value work-life balance tend to have happier, more productive, and longer-lasting employees. Among the most important recommendations for enhancing work-life balance are the establishment of flexible work arrangements, the reduction of workload, providing chances for training and growth, and encouraging open communication. Employers can also promote self-care habits, provide generous leave policies, and address gender discrepancies. Employers in the textile sector must make investments in the welfare of their staffs in order to preserve a competitive edge in today's cutthroat business environment.

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