Achieving a Balanced Professional and Personal Life Still Remain a Challenge for Women Journalists

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ARTICLE INFO	ABSTRACT
Keywords: *Women,* *Journalists,* *Work,* *Life,* *Balance*	Today women are seen making their presence felt in all the professions, but presently each profession is competitive and demands more time at work. Journalism is one of them which comes with deadline, pressure, and competition which makes it much more challenging for women journalists to balance out their professional and personal life. The study explores the challenges faced by women journalists in balancing work and life. Based on survey the study is conducted with 30 women journalists working in print and electronic media in Himachal Pradesh. The findings of the study reveal that women journalist somewhere face challenges while simultaneously performing their responsibilities at home and work. It affects their family life and also their career opportunities and performance at one point which result into changing or leaving the profession. Research concludes that along with family and partner support, organisational support plays significant role in the life of working women. Balancing is a holistic approach it demands and requires professional and personal support, responsibility sharing, and is associated with psychological, physiological wellbeing of a person.

1. Introduction

Work-family balance was first used in UK in late 1970s to define an individual's stability between work life and personal life. The term work-life balance was coined in 1986, but its usage in everyday language was isolated for a number of years. Work/life programs existed as early as the 1930s (Lockwood, 2003). The concept of work-life balance has gained much importance in the last few years. Since the dawn of the Industrial Revolution, limiting the number of working hours has been an important issue related to the protection of workers' health, including their overall well-being (International Labour Organisation, 2022). The awareness rose with the mass entry of the women in the labour market. Reduction in women's economic dependence on men was a positive development but it also brought new challenges. This work–life conflict persists today, particularly for women, who continue to perform the majority of household and care tasks in all countries (International Labour Organisation, 2022).

The problem of balancing work and family rises out of the work-family conflict. It occurs when the time demanded for one role makes it difficult for the other role to play efficiently. Work life balance means equal time, satisfaction, involvement in family and work both irrespective of the any demand from work and family (Greenhaus, 2003). Many scholars define work life balance as better functioning at home and work with minimum role conflict. Balance means an approach to work and family with equal amount of time, involvement and commitment. Marks & MacDermid (1996) define the role of balance to become totally engaged in the performance of every role in one's total role system, to approach every typical role and role partner with an attitude of attentiveness and care. Work life balance are not two separated aspects it involves employers and working families and understanding their available work-life options. Work life balance means to create such environment which establish connection between both. Such balance creates contentment, growth and satisfaction among the employees working in the organisations.

Role of women is evolving from home maker to becoming an important contributor in economy and various aspects of Indian life and now women are making their presence felt in all sort of professions becoming independent. However, it brings many challenges for women as they juggle with multiple challenges due to societal expectation and gender roles because even today women are expected to be a good care taker while performing professional duties (Shobha, 2014; Noronha & Aithal, 2020). Many studies have explored the effect of role salience, role overload and role conflict on work life balance and found that women face many challenges while managing their personal and professional life viz; they compromise career opportunities, lack of family support, faces insufficient time issues along with health and mental well-being concerns. The study reveals that women journalist in Himachal Pradesh face challenges in balancing both professional and personal life due to multiple roles and responsibilities they perform. Professionally, it leads to limiting career opportunities, leaving or changing their career. On personal front they find it hard to give enough time to their families and children.

1.1. The Indian Context

A modern-day woman in her life carries many roles including some functional roles, defined by the society in India. Often, they are related to socio cultural beliefs. Socio-cultural structure in India is very much influenced by religions and traditions. With women coming forward and joining the work force, the issues of work life balance is also emerging where the child care, household duties all come under the court of women (Roy, 2016). The labour force participation of women has grown throughout the industrialised world. The concept of equal sharing is different in Indian society than West. Because Indian women are raised in traditional extended families, they see the contribution of men's help in sharing responsibility as positively. The participation of men in sharing domestic responsibilities is gradually increasing but division of labour is still unequal in dual earner families. Inequality exists in different cultures even today in modern world and the concept of equality still reflects the traditional division of gender roles (Rout et al., 1999). Majority of the employees belong to middle-class families in India with dual earning couples. Women are entering in every sector of our economy which makes it challenging for women as well as men to balance out their work and family. There have been many changes in the structure of Indian society and the patterns of industrial market economy which have brought changes in the activities of men and women related to income generation and family responsibilities (Sharma, 2022). Legal reforms, shifting values, and economic changes have weakened traditional family structures, leading more women to enter jobs that were previously seen as male dominated (Ramu, 1987). With modernisation and economic development in India the concept of dual earner families is also emerging. But the concept of family roles and structure have not changed completely while comparing it with

western societies. While performing personal and professional duties the career prospects of women is affected. Women suffer more than men in terms of their career advancement and familial role-fulfilment (Buddhapriya, 2009).

2. Review of Literature

Earlier family research in developed countries can be traced to the post Second World War period when women were encouraged into paid work by UK and USA. They were expected to resume their family roles in order to provide jobs to returning troops. The flux in gender roles resulting from this social dynamic created an interest among scholars in the manner work and family roles intersect with each other. During 1960s and 1970s, growth of a more assertive feminist movement was witnessed that led to critically evaluating the traditional gender roles in the economy. On contrary, in developing countries structures of patriarchy, underprivileged women, their contribution at home and work led to psychosocial research mainly from the perspective of role theory examining work-family relations with urban settings (Rajadhyaksha, 2012).

Researchers have majorly focused on work-family and family-work conflict. Study done by Dhanabhakyam & Malarvizhi (2014) analysed the work family conflict and work stress amongst 1000 married women from public and private organisations in Bangalore. Study found that conflict affects the work and family which leads to stress for women. Women with high job demand were more prone to stress and conflict. Another study by Reddy et al., (2010) explored the work-family conflict and family work conflict amongst 90 married working women. Results reveal that most of the women work for financial needs face higher work family conflict. Age of the child is also associated with the conflict. Women with younger kids face more role conflicts. Most of the women work to fulfil financial needs rather than for career. Workplace environment like long job timings, no support from the supervisor, organisation culture also contributes to work family conflict. Chaudhuri et al., (2020) also analysed the IT, banking and education sector from the period of 2007-2017 in India and found that married women professional above 30 years of age get affected with work family conflict than young unmarried employees. Work family conflict, family to work conflict are the major stressors. Reinardy (2007) examined the issues of organisational support, work-family conflict, and role overload that influence overall job satisfaction amongst 184 newspaper sports editors. Results demonstrate that perceived organisational support has a positive effect while work-family conflict and role overload have a negative effect. Sports editors don't think of changing their career rather look for good working environment. Other study by Chandra (2012) compared the Eastern and Western perspective on work life balance, which showed that in Asian countries gender socialisation played a major role in one's perception towards work life balance and coping strategies were also individual driven. In western countries, socialisation process consciously de-emphasizes such gender stereotyping. Crompton & Lyonette (2006) analysed the International Social Survey Programme surveys for Britain, France, Finland, Norway and Portugal. Researchers found that the levels of work–life conflict is highest in Britain and Portugal. In France the domestic division of labour is relatively traditional, this is associated with higher levels of work–life conflict. In Finland and Norway, levels of work–life conflict is lower and the domestic division of labour is less traditional. Governments have developed and implemented policies designed not only to facilitate dual-earner families but also to encourage men to assume a larger share of caring and domestic work in these countries.

On the other hand, studies also reveal that organisation plays a major role in supporting work life balance. Tinuke (2014) found that women working in Nigeria no longer find it so hard to sustain balance arising from the contending demands both at work and at home. Study

advocates that increased sensitivity to the gendered effects of work-life balance policies and practices and peculiar needs of both women and men can lessen gender disparities and consequently enhancing their welfare. Organisation policies and practices must therefore recognize the gendered aspects to work-life balance industry. Rajaram & Keerthika (2015) studied the effects of work life balance amongst 250 women journalists of Tamil Nadu on their level of job satisfaction. Researchers identified seven factors like organizational support, social norms, gender inclusive culture, role conflict, time management, career advancement and family support which are related with the WLB. Among these, time management, organizational support and gender inclusive culture factors are the most significant. Besides, general working conditions, payment and promotions, work relationship with colleagues are the factors related with the job satisfaction. These seven factors are related with both WLB and job satisfaction. All such factors play important role for the quality of work. Cieri et al., (2005) while identifying the barriers for the implementation of work life balance strategies from 1997 to 2000 in Australian organisations indicate that emergent challenge for Australian organisations is to develop the capability to attract, motivate and retain a highly skilled, flexible and adaptive workforce. This is particularly valuable at management and senior management levels, in order to develop the leadership skills necessary for organisations to survive.

Studies have also shown that career of working women gets affected while prioritising their families which is can considered as societal expectation. Cox & Schulz (2021) analysed the challenges faced by the women of Association of Women Executives in Corrections. Researcher highlighted that women executives find it difficult in achieving a work-life balance as a primary challenge to serving in executive-level roles. Women who prioritize their family over work are not considered competitive as their male counterparts. Most of the women feel guilty of not giving equal time to their family and work. Women reported that due to less understanding from their departments they are not able to give full attention to their family responsibilities. Such challenges results in the hindrance of promotion for women. On contrary women also accept the sacrifices made by them gives overall benefits to their work, family and career satisfaction. Hossian & Rokis (2014) found that women working in education sector in Bangladesh put greater emphasis on their families, compared to their job due to traditional expectations. Women view these as a social norm which never give priority to their jobs. Becoming the main earner of a family, creates psychological problems for the husband which leads to violence. Women accepted the idea that family responsibilities were not obstacles to their professional lives. To resolve the issue of work life balance, women accept the unproductive flexibility that weakened their promotional status and financial level, so that they could give more priority to their family lives. Tomlinson (2007) compared the institutional context of UK and US looking at how they regulate full time and part time jobs, welfare provisions for mothers to be a part time employee to achieve better work life balance. Research findings reveal that women face different kind of pressure while managing dual responsibilities. Part time work is segregated in United Kingdom than in United States. Mothers work for low wages when working as part time employees which leads to career sacrifice and less career progression. Another thing which has been identified is that there is no child care assistance which makes them to choose the occupation which is not of their capability. On contrary, mostly mothers work full time in US as compared to UK which provides them with career opportunities without compromising their choice of occupation. But it creates higher stress level and job pressure results in long working hours and less family time. Researcher suggest that there is need for policy regulations for gender equality along with welfare resources in both the countries for both men and women to help them to choose the occupation they fit in.

Studies have also analysed that women give their preference to options which provide them with greater flexibility to balance both work and home. Study of (Buddhapriya, 2009) analysed how family responsibilities affect the career decision of Indian women professionals working in different sectors. Results show that family responsibilities hinder the career of women professionals. They agree that giving career priority over family leads to social disapproval. Women professionals give their preference to have flexible working hours, childcare facilitates, non-work commitment support, wellness, and personal development programmes. Whereas (Bharathi et al., 2015) examined the professional and personal challenges women professionals in information technology sector face while managing their work and home in Bangalore. Study found that odd working hours, travel time, finding less time for family were the main challenges. Women prefer flexitime, positive environment at the workplace.

3. Theories of Work Life Balance

3.1. Spillover Theory

Researchers have evolved numerous theories of work life balance. Spillover is one of them which states that experiences in one domain of life spill over into the other. Family and work function as an entity in spill over theory. There is a Positive Spillover and Negative Spillover (Bello & Tanko, 2020). Positive spillover means positive experiences in one domain result in fulfilment and attainment in another domain. Positive spillover has various names in different studies like extension, generalization, familiarity, identity, isomorphism, continuation and congruence. The negative approach, which is also referred to as contrast, complementarity, opposition, regeneration and heteromorphism etc. in the literature, states the relationship between work and non-work spheres is inverse and antithetical. There is also horizontal and vertical spillover also. Horizontal spillover is the influence of affect in one life domain on a neighbouring domain. For example, job satisfaction may influence feelings of satisfaction in the family life domain, and vice versa. Vertical spillover has been expressed in terms of domain hierarchy which refers to the hierarchical organization of domains of life like job, family, leisure etc. Satisfaction or dissatisfaction in a subordinate domain spill over into superordinate domain (Khateeb, 2021).

3.2. Conflict Theory

A person faces inter role conflict when requirements from one role affects their ability to meet the requirements from another role. Two domains viz life and work are fundamentally incompatible with each other and that they have different norms and requirements. That is, taking part in the one role is made more difficult by virtue of participation in the other role (Bello & Tanko, 2020; Greenhaus & Beutell, 1985).

Greenhaus & Beutell (1985) described three types of conflict; time-based conflict, stress-based conflict and behaviour-based conflict. The time-based conflict arises because of it becomes tough to manage effectively the demands of different roles. Long working hours, irregular shift work and work time not being flexible are the main source of the time-based work-life conflict. People with children, working professionals face this conflict. Strain based conflict arises when one domain is not supportive for the other which leads to conflict between work and personal life. When one has supportive spouse, it can lead harmony and vice-versa. Physical and psychological demand of work, job burnout and interaction fatigue can lead to work-life conflict. Behaviour based conflict arises from a situation when work demands exhibiting behaviours which may not be conducive to a family role and switching between the two roles can be a source of conflict (Roy, 2016; Khateeb, 2021).

4. Objective

To explore the challenges faced by women journalists in balancing personal and professional life.

5. Methodology

The study adopted quantitative approach using purposive sampling to find the answer of the objective. The study is descriptive in nature. The sample size adopted is 30 women journalists working in print and electronic media in Himachal Pradesh. A set of well-designed questionnaires for survey was prepared after intensive literature review along with face validity. Questions based on family support, family responsibilities affect career opportunities, lack of time for oneself, gender roles have included. Questionnaire was distributed amongst the participants to get their perspective on the challenges in balancing work and life. Regarding ethical concerns, participants gave their informed consent. Simple percentage method was used to analyse the results.

6. Data Analysis

6.1. Demographic Profile of the Respondents

Table 1.

Age	% of Women Journalist
21-25 years	44%
25-30 years	31%
31-40 years	19%
41-50 years	6%

Table 2.

Professional Qualification	% of Women Journalist
Certificate in Journalism	3%
Diploma in Journalism	7%
Graduation in Journalism	30%
Post Graduation in Journalism	34%
Ph.D in Journalism	3%
Others	23%

Table 3.

Marital Status	% of Women Journalist
No. of Unmarried	70%
No. of Married	30%

Table 4.

Family Type	% of Women Journalist
Living in Joint Family	53%
Living in Nuclear Family	47%

Table 5.

Working Hours	% of Women Journalist
8 hrs	53%
8-10 hrs	30%
More than 10 hrs	17%

Table 6.

No. of children	% of Women Journalist
0	22%
1	31%
2	45%

Table 7.

Media Type	% of Women Journalist
Electronic Media	43%
Print Media	57%

The above table shows the demographic profile of the respondents. It shows that majority of the respondents (44%) are 21-25 years old, 31% are between 25-30, 19% of them between 31-40 and 6% of them are between 41-50. In terms of the qualification maximum respondents (34%) are post graduates in journalism followed by 30% are graduates, 23% are from other fields, 7% are certification in journalism, 3% have diploma in journalism and only 3% have Ph.D. in journalism. When it comes to marriage 30% of the respondents are married and 70 % of them are married. 53% of them live in joint family followed by 47% reside in nuclear family. In terms of working hours majority (53%) work 8 hrs in a day where 30% work between 8-10 hours a day and rest 17% work more than 10 hours a day. Majority (45%) of respondents have 2 children followed by 31% have 1 child and 22% have no child yet. 57% of women in print media followed by 43% working in electronic media.
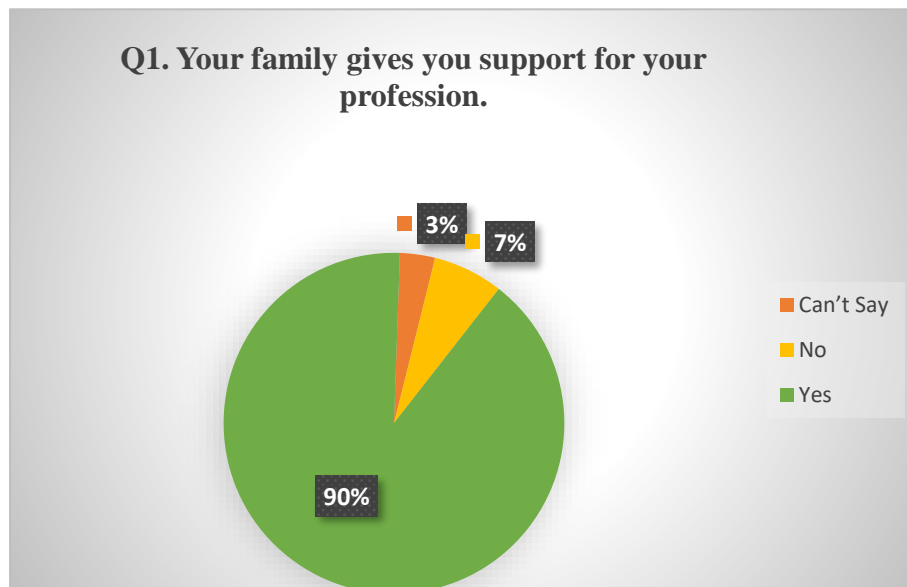

Figure 1.

Above figure shows that maximum 90% of women journalists get support from their families to work in media industry. Majority of participants have supportive family, it is positive sign of growth that women do get support to work in media on the other hand, 7% of women journalists reported that their family do not give them support to work in media. Merely 3% of them are uncertain about the family support.
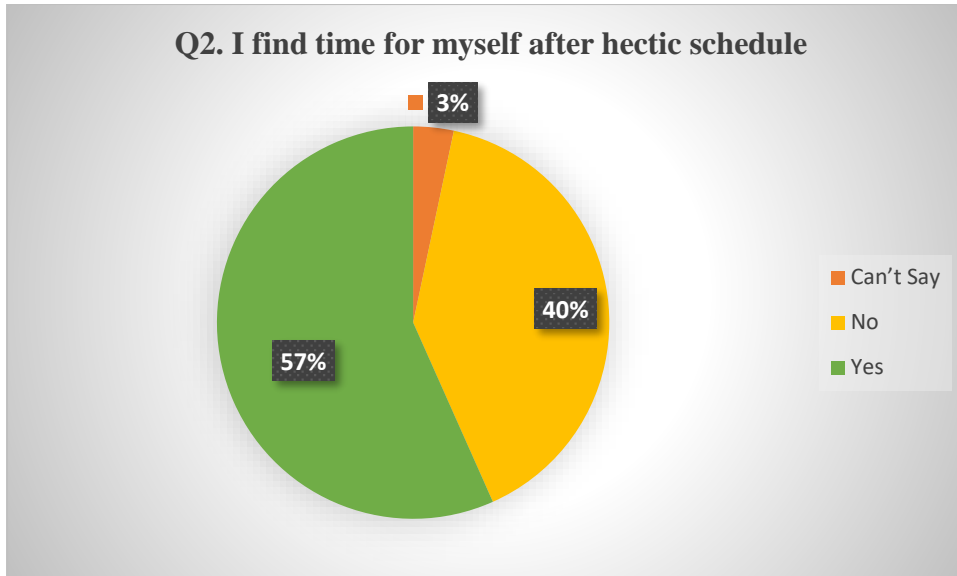
Q2. I find time for myself after hectic schedule

Figure 2.

Above figure shows that 57% of women journalists agree that they find time after hectic work schedule. On contrary 40 % of women journalists struggle to find time for themselves. 3% of them can't say about finding time. Most of the participants manage to take out time for themselves. Conversely half of them also find it hard to have me time. Data shows that there is a need to bring changes to improve work life balance in the media.
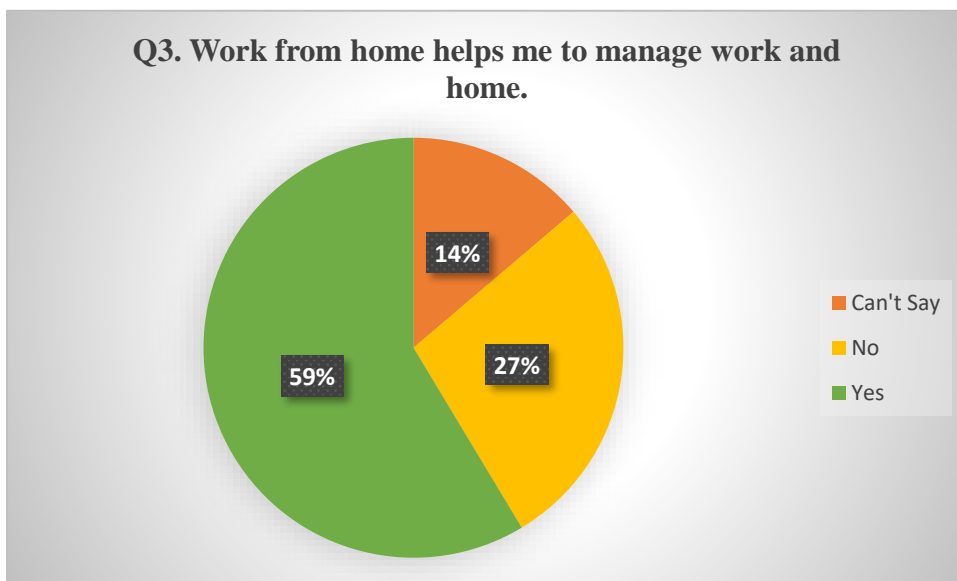
Q3. Work from home helps me to manage work and home.

Figure 3.

Data shows that maximum 59% of women journalists agree that work from home helps them to manage. Majority of the participants are in favour of work from home because it might help them to manage their work and household responsibilities more effectively while saving their time. Other 27% of the participants do feel comfortable at their workplace, they may feel distracted in the absence of the working environment while working from their home. Rest 14 % of them could experience mixed results as they find it beneficial at times but challenging at others.

Q4. Coming home late after work affects my family life
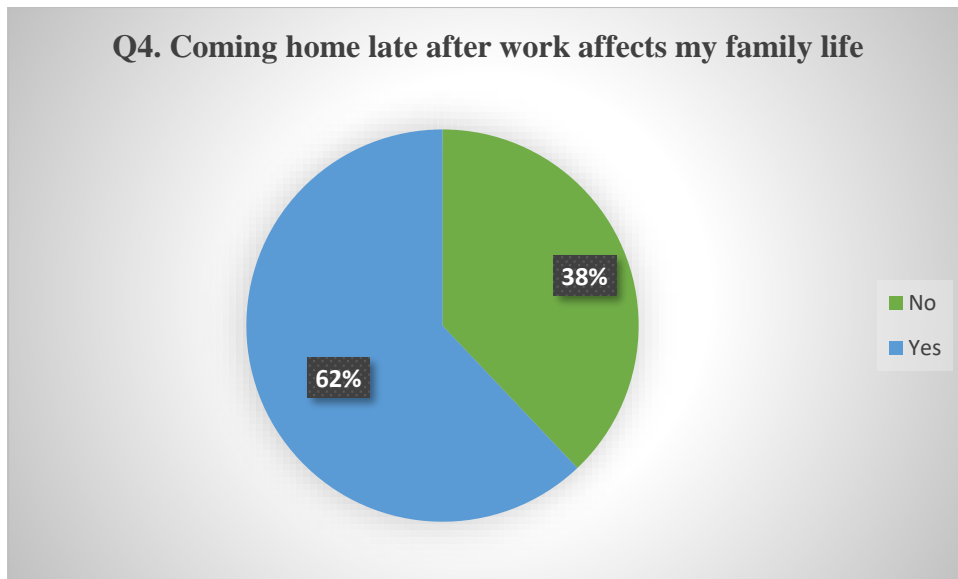
Figure 4.

Above figure shows that majority 62% of women journalist feel that coming home late affects their family life. Participants may miss family time especially those with children due to demanding work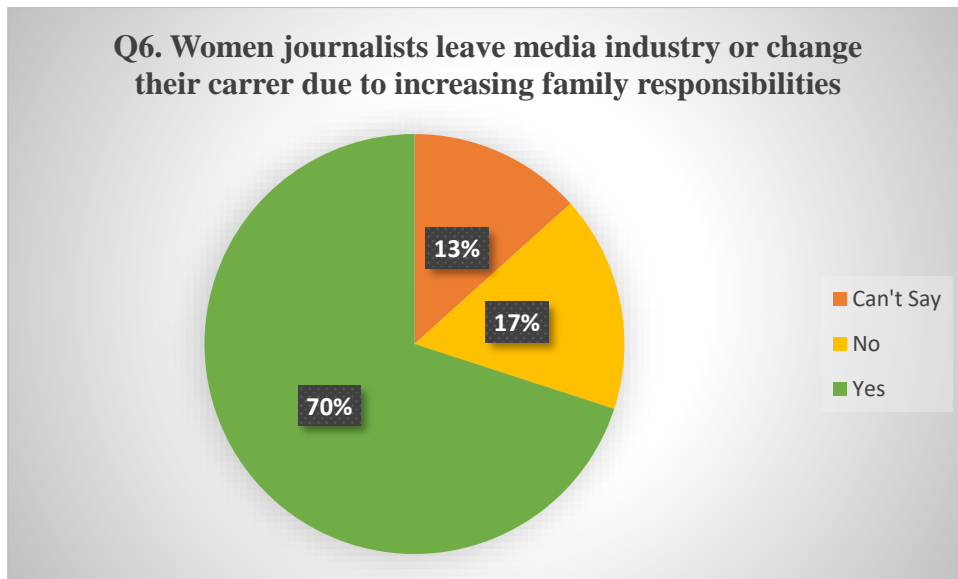ing hours and work pressure which may create feeling of guilt of not giving the time important for personal life. Contrary 38% of women journalists said it does not affect their family life. This group might be able to manage the family with good support even after coming back from work.

Q5. Family responsibilities affect career opportunities and performance
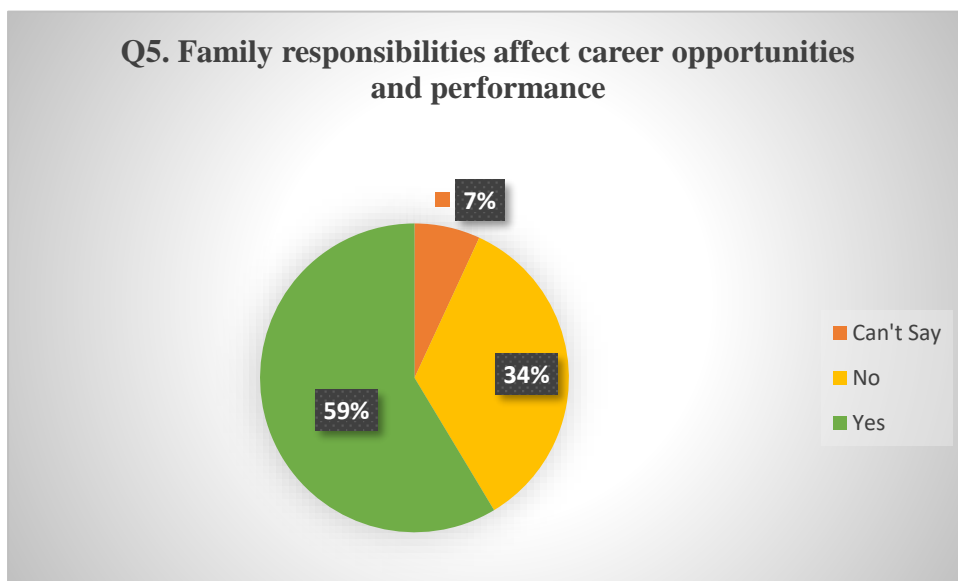
Figure 5.

In the above figure, majority 59% of women journalists agreed that family responsibilities affect their career opportunities and performance. Performing dual responsibilities especially those who are married and have children may have to sacrifice good opportunities. Sometimes while managing responsibility at home may affect the performance at work. Whereas 34% said it does not affect their career opportunities as they might be able to manage their career and household well with good support system. Only 7% of them said they can't say whether it affects or not. Such mixed response indicate that family responsibilities may affect their career at point but does not become a challenge.

Q6. Women journalists leave media industry or change their carrer due to increasing family responsibilities

13%

17%

70%

Can't Say

No

Yes

Figure 6.

The figure shows that 70% of them agree that yes it happens women journalist leave or change their profession because of increasing family responsibilities. Women have to take care of the family along with such over demanding profession which makes it difficult for women journalists to stay in the current position eventually it pushes them to either leave or changing their profession to maintain stability. Small portion making up of 17% of them feel that despite family responsibilities women journalists are able to continue in their career. 13% of them are not certain whether family obligations affect or interfere their career or they can continue with their jobs.

Q7. Gender specific roles create burden on women

23%

17%

60%

Can't Say

no

Yes
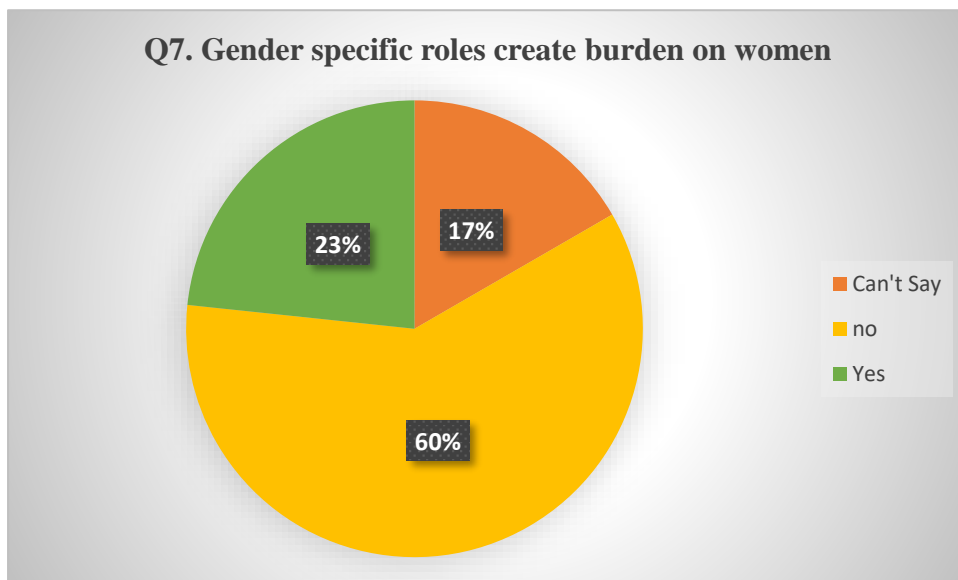
Figure 7.

In this figure, majority 60% of women journalists do not agree that gender specific roles create burden, only 23% agree it creates burden. 17 % of women can't say anything about this. Data shows that some progress has been made towards gender equality. Though responsibilities still hinder the growth path but traditional gender roles are not the main reason of burden on women journalists.
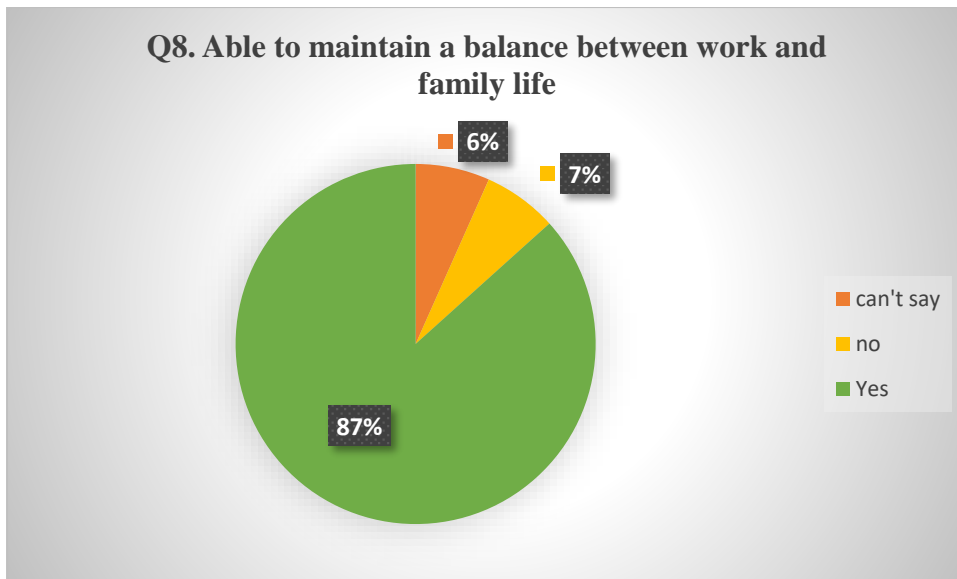
Figure 8.

The data in the figure shows maximum 87% of women journalist agree to the statement that they are able to maintain a balance. It indicates that most of women journalists have found ways to manage their personal and professional life irrespective of challenges. Whereas 7% of them find it hard to meet the expectations of both of their lives. Only for 6% find it challenging to find balance due to different work and personal circumstances.

7. Findings and Discussion

Being in 24 hour running profession which is demanding because of its nature, family and organisation support becomes an integral part for a working woman, if she gets half of it, her professional and personal life becomes manageable. Consistent with the result of previous studies (Sundaresan, 2014) mentioned that those working women who have support from their family can have better work life balance. Study of (Gordon & Whelan-Berry, 2004) also agreed that the responsibilities working women hold are more than their spouse but the support of their partner is associated with work life balance and life satisfaction of women. Findings of our study is associated with the result of previous studies that family support is a strong indicator of successful work-life balance, which reveals that 90% women journalist get support from their family to work in media. Rajaram & Keerthika (2015) study also identified seven factors related with the work life balance, family support is one of them which are related with the work life balance. Other factors are organizational support, social norms, gender inclusive culture, role conflict, time management and career advancement.

It is tough for women journalists to find time for themselves after hectic and demanding work schedule but in the second finding of the study, 57% of women journalist manage to take out time for themselves after their hectic work schedule but 40% of them find it difficult to find time. It is also due to the fact that majority (53%) of them work for 8 hours which helps them to find time. For others who work more than 8 hours find it difficult to get time for themselves. It indicates that long working hours are related with lack of personal time. Lakshmi and Prasanth (2018) found that with the increasing demand in job women are expected to meet the dual responsibilities of work and home which makes difficult for working women to find leisure time for themselves. Whereas third findings reveal that work from home helps maximum (59%) of women journalists to manage their home and work. Such flexibility helps them to find more time for personal life. Results of (Buddhapriya, 2009) also showed that women professionals give their preference to different option to manage their work and home

like to have flexible working hours, childcare facilitates, non-work commitment support, wellness, and personal development programmes.

Results of (Chaudhary and kumar, 2021; Noor 2004) align with our data that women journalists miss quality time with their family. Many factors like overtime, travelling, working on holidays affect their personal life. On returning home women look for giving time and energy to the family. When work responsibilities intrude into their family, they feel distress. Whereas 62% of women journalists in the study also agree on this point that coming home late after work affects their family life. Study of (Tomlinson, 2007) also revealed that when women work full time without compromising their career it results into long working hours and less family time.

Discussing the career decision of women, Lewis and Cooper (1987) highlighted that career and family roles are often associated with conflict, overload, and stress. Societal expectations and family responsibilities influence their career decisions. 59% of women journalists in the study found that career opportunities and performance get affected by the family responsibilities, because working women have dual role to perform. Grady and McCarthy (2008) found that women being primary care takers and managers of the family, their career decisions dependent on personal family demands and perceptions of self.

Changing or leaving the career decision of working women depends on the responsibilities she holds at workplace and home. According to the report 50% of women globally who live with a partner and have children say they take the most responsibility for childcare. Lack of flexible working hours is among the top reasons women have changed jobs over the past year (Women @ Work, 2024). 70% of women journalists in our study support the statement that women journalists leave or change their career after family responsibilities. Another report revealed that 38 % of mothers with young children say that without workplace flexibility, they would have had to leave their company or reduce their work hours (Women in the Workplace, 2023). Finding of fourth, fifth and sixth statement are relevant with the results of (Cox & Schulz 2021; Hossian & Rokis 2014) which showed that most of the women feel guilty of not giving equal time to their family and work. Making family the priority put them in a position of less competent compare to the male counterpart. Women also consider this as traditional norm which hinder their career opportunities.

It is often seen that responsibilities divided between men and women in the society creates unnecessary burden on women, following these previous studies found that gender specific roles create disproportionate burden on women. In this regard Burnett argues that child care is often gender specific and, regardless of maternal and paternal working patterns both relating to gender. Result of Gupta & Rao (2019) also supports that the burden of household responsibility, child care, elder care in the family creates pressure on women. In our study majority (60%) of women journalists do not agree to this that gender specific roles create burden on women. it is because family support has an important role in lessening the burden traditionally associated with gender specific roles. Our study also show that women journalists have great family support. Despite the fact, family responsibilities still have an effect on the professional lives of women journalist. Tinuke (2014) also advocates that increased sensitivity to the gendered effects of work-life balance policies and practices and peculiar needs of both women and men can lessen gender disparities and consequently enhancing their welfare. It was also important to know whether women journalist is able to strike balance between work and family. Results of (Bharathi et al., 2015) revealed that working women face professional and personal challenges while managing their work and home like odd working hours, travel time, finding less time for family. Women prefer flexitime, positive environment at the workplace Our findings positively indicate that majority of women journalists (87%) successfully manage their work and home which is a challenge while performing multiple roles and responsibilities.

8. Comparison of Findings with other Regions

Studies conducted in other parts of India amongst working women professionals in different sectors for example information technology, education, banking identified numerous challenges viz; odd working hours, child rearing, dual pressure, unequal family responsibilities, role overload, work- family conflict and family-work conflict. Altogether these are significant stressors which makes difficult to strike out balance between professional and personal life. For women journalists, challenges are even more. Media is a 24 hours running profession with unpredictable schedules, deadline, pressure and stiff competition. Handling job pressure with household responsibilities makes it more difficult for women journalists to manage both lives smoothly as there is so much around to manage and to take care, from kitchen to children and other members in the family. Women journalists in different regions get affected with such imbalance. Women journalists in Tamil Nadu have jobs conflict with married life. Their job demands to spend a lot of time away from home. Child rearing is a major reason for them to resign their jobs (Divakar et.al,2020). Whereas women journalists in Chennai find that their profession creates turbulence in their family life. Media profession allows less time for women with the family. It shows that they are given the major responsibilities by the organization (Sasikala et al., 2013). Similarly, (Dhiman, 2023) also mentions that women journalists may face challenges in balancing their work and family responsibilities, mainly if they are the primary caregivers for their children. Vasumati (2017) points out that women prioritise work and family roles differently. Women have more barriers in their jobs than the men. Such changing work culture demands influence the non-work life negatively that is working long hours, working intensively and working in tight deadlines to meet the demands causing imbalance between work life and personal life. The rapid changes in the work characteristics have a negative impact on time allocated for the family. Though it is a fact that work life imbalance affects almost every working woman irrespective of the profession. In Kerala also women media professionals face several problems in their life due to the work, overtime schedules and travel issues. (Priyanka et al.,2019). Khang & Bhalla (2018) stated that women journalists in Punjab experience significantly greater family-to-work conflict and lesser family-to-work facilitation than men journalist. Another study in Bhopal by (Pathak et al.,) found that working in stress within deadlines, pressure of breaking news, leading ahead from competitors, work pressure, less leaves make this industry more challenging. Balancing personal and professional life smoothly is quite challenging for women as they are expected to give their hundred percent in home also which is almost impossible without supporting her on personal front. Similar to other studies, our study also reveals that many factors like family responsibilities, less me time, lack of flexible working hours, coming home late after work affect the personal and professional life of women journalists.

9. Limitations and Implications

This study is limited to print and electronic journalists with small sample size in Himachal Pradesh, India, which limits generalizability of the findings. Future research involving a broader sample of journalists other than print and electronic would strengthen the applicability of the findings. Conducting future study with larger sample size, diverse group of journalists and including regional comparison from different parts of the country may allow better generalizability of the findings.

The study highlights some practical implications that can benefit both women professional and organisations. There is a need to bring policy which can promote gender inclusive also few programs, monthly counselling sessions, small set up in office premises for leisure time activities, for relaxation, flexible working hours, work from home facility, child care facility,

essential leave might be helpful. Promoting such initiatives and policies may bring meaningful change and help women employees to feel more equal, respected and secure in their workplace without compromising and leaving their career without any insecurity. Such initiatives would also benefit organisations to have more gender inclusivity and retaining their deserving and competent women employees. Media profession takes toll on mental and physical well-being of women managing dual roles. Such support initiatives would be helpful for physical and mental benefits which may lead happy and healthy employee. A happy and contented employee at workplace can contribute happy environment at home

10. Conclusion

It can be concluded from the above findings that women journalists face challenges in balancing work and life. Family responsibilities affect the career opportunities and performance of women journalists and sometimes women change their career or leave media industry. Besides this, not been able to find enough time for oneself after hectic work schedule, coming home late after work all such factors affects family life of women journalists. It is also seen that work life balance policies, flexible working hours, work from home facilities are absent in media houses. It can be concluded that along with family and partner support, organisational support plays significant role in the life of working women. Many studies also suggest that initiatives like reducing working hours, implementation of flexitime, paid parental leave, and good quality childcare positively impact the fundamental aspects of gender equality that underpin work-life balance (Downes et.al, 2011; Duncan & Pettigrew, 2012). To promote the well-being and sustainability of women employees at workplace the organisation holds an important responsibility. Balancing is holistic approach it demands and requires professional and personal support, responsibility sharing and is associated with psychological, physiological wellbeing of a person. It is two sides of a coin if one is imbalance it results into stress and dissatisfaction in life.

Some organisations in India have also adopted work life balance policies like IBM, Intel and Flipkart TATA. These companies provide facilities like flexible work week schedules, work from home, part time employment, childcare facility, family counselling and paid public holidays. TATA also give options of flexible time with fixed working hours and five days working, creche facility, seminar on nutrition, better living & stress management. Intel also provides childcare assistance (site care approach to childcare) hospitalization insurance policy, health & wellness benefits. IBM focuses on career balance of their employees with reimbursement, recreation facilities, career break to retain their employees. Flipkart has introduced a novel policy framework called Flex-Ben program where the employees can choose their own benefits including insurance and non-insurance benefits.

Need for new work culture and new organisation has been emphasized that changes the mindset that is open so that the application of work-life balance practices can be accepted by everyone regardless of gender, and seniority in the organisation. Supportive work culture leads to positive outcomes for the employees. Organisational culture has the strongest and consistent impact on work-life outcomes. It plays as positive role in the career development of the women. The employee-oriented aspect of their workplace culture and environment that provided them with training, development programs, resources, mentoring, and challenging work opportunities that has a positive effect on their career development. Small changes at organisation level, in work culture and by introducing in house initiatives, policies which is favourable and beneficial to the women employees could actually make a difference. It is the women who creates, develops and control the family. Lot of work from economy to family building along with social system is not complete without women. But any process of change

or development is incomplete until it is accepted and adopted by the people of society (Wolor, 2020; Skinner & Chapman 2013; Wentling &Thomas 2009; Acharya, 2012).

Although nearly all major companies continue to have implemented work life balance policies, but the ground appears to be different (Parida,2016). A report by moster.com reveals 60 % of Indians rate their work- life balance from average to terrible and the trend is almost same throughout the country. One of the important factors in the study was negative attitude of supervisors for work life balance initiatives which may undermine the policies (Riyaz,2022). Like other companies, flexi-time, job sharing, leave and flexible work arrangement policies and programs need to be designed by the media organisation to maintain a healthier work-life balance and to retain the potential employees in the industry.

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