

An Exploratory Research on Problematic Factors in Textile Industry & Consequences of Decrease in Export of Textile Products: Especially Economic Development Retention

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Abstract-

Definitely we know that now the economic growth is in peril position & our GDP is going negative which is now 23.67%. Economic development is an pushup of the capacity of any economy to produce goods & services. This exploratory research is primary data-based research & mainly has been done to determine problematic factors in Textile Industry & consequences of decrease in export of textile products in Haryana (India). These Data has been collected mainly with the help of the designed questionnaire & done from various established Textile Industry of Haryana (India). Main exploratory Factor analysis is applied for data analysis by IBM SPSS 20 to ascertain the determinants of economic development & textile industry. The study identified three factors alike Financial aspects, Marketing aspects, administrative aspects which significantly influence economic development in India. Result of this study has huge significance in today's highly competitive Textile Industry. Hence, textile industry should improve their services & production quality offered by them to enhance Economy growth.

Keywords- Economic Development Retention in Textile Industry , Problematic factors in Textile industry , Effects of textile industry in Economic Growth , First basic need.

Introduction

The Indian textiles and apparel industry contributed 2% to the GDP, 12% to export earnings and held 5% of the global trade in textiles and apparel in 2018-19. Textiles industry has around 4.5 crore employed workers including 35.22 lakh handloom workers across the country. The textile industry plays a significant role in Indian economy by providing direct employment to an estimated 35 million people, by contributing 4 per cent of GDP and accounting for 35 per cent of gross export earnings. The textile sector contributes 14 per cent of the value-addition in the manufacturing sector. Textile sector is highly unorganized sector. The government has initiated special measures to help ameliorate the conditions in textile sector due to Covid pandemic and to boost production, marketing and job opportunities in the sector. The government has conducted a study viz. 'Impact of Covid-19

pandemic on Indian silk industry’ to ascertain the crisis caused to the sector. The industry has faced various problems of production, cocoon and raw silk prices, transportation problem, non-availability of skilled workers, sale of raw silk and silk products, working capital and cash flow , reduced export/import orders, besides restrictions. The last three month orders and supply as given below shows declining trend in jute production during the peak Covid-19 period which is substantially improving now.

Month	Order	Supply by Mills
June 2020	2.75 bales	1.78 bales
July 2020	3.59 bales	2.48 bales
August 2020	3.52 bales	2.32 bales

Government has conducted a Symposium with textile Export Promotion Councils and other industry stakeholders for finalizing a list of potential export products against which exports of textile and apparel can be enhanced. The list of potential export products were shared with the Indian Mission abroad for identification of potential buyers in the respective countries. In order to make the textile sector competitive by rebating all taxes/levies in international market, the Government has decided to continue the RoSCTL (Rebate of State and Central Taxes and Levies) scheme until such time the RoSCTL scheme is merged with Remission of Duties and Taxes on Exported Products (RoDTEP) scheme. For this purpose, the Government has approved adhoc allocation of funds of Rs. 7398 crore for FY 2020-21 for issuance of duty credit scrips under RoSCTL scheme. Further, in order to boost exports in MMF sector, Government has removed anti-dumping duty on PTA (Purified Terephthalic Acid), a key raw material for the manufacture of MMF fibre and yarn. To mitigate the effect of the COVID-19 pandemic on trade, this Ministry has taken up the various trade facilitation related issues raised by the industry stakeholders from time to time with the concerned Ministries for early redressal.

A special measure to alleviate the difficulties of beneficiaries under Amended Technology Upgradation Funds (ATUFS) was initiated in the Ministry of Textiles during the COVID pandemic. Under this measure, an option has been extended to the applicants, where the physical examination of the machineries by Joint Inspection Team (JIT) has been completed, to avail their subsidies released on submission of Bank Guarantee. The advance release of subsidy against bank guarantee is met from the regular budget allocation under ATUFS.

The Government of India has also announced a special economic package viz. Aatma Nirbhar Bharat Abhiyaan for boosting economy of the country and making India self-reliant. Relief and credit support measures have been announced for various sectors. The weavers & artisans can avail benefits of these relief and credit support measures to revive their businesses which have suffered due to lock down necessitated by Covid-19 pandemic.

Apart from the above special economic package, the Ministry of Textiles has taken following initiatives for the benefits of handloom weavers and artisans across the country: -

- i.To support the handloom and handicraft sectors and to enable wider market for handloom weavers/artisans/producers, steps have been taken to on-board weavers/artisans on Government e-Market place (GeM) to enable them to sell their products directly to various Government Departments and organizations.
- ii.To promote e-marketing of handloom products, a policy frame work was designed and under which any willing e-commerce platform with good track record can participate in online marketing of handloom

An Exploratory Research on Problematic Factors in Textile Industry & Consequences of Decrease in Export of Textile Products: Especially Economic Development Retention

products. Accordingly, 23 e-commerce entities have been engaged for on-line marketing of handloom products.

- iii. A social media campaign #Vocal4handmade was launched on the 6th National Handloom Day by the Government, in partnership with all stakeholders, to promote the handloom legacy of India and to ensure people's support for the weaving community. It has been reported that the social media campaign has resulted in renewed interest of the Indian public in handlooms and several e-commerce players have reported increase in sale of Indian handloom products.
- iv. The Ministry of Textiles has requested the Chief Ministers of all States and UTs to instruct their State Handloom Corporations/Co-operatives/Agencies to make purchases of the finished inventory available with the handloom weavers/artisans so as to put some ready cash in the hands of the weavers to enable them meet their household needs.
- v. IN the face of the unprecedented Covid-19 pandemic, it is not feasible to hold conventional marketing events such as exhibitions, melas, etc. To deal with this crisis, the Government endeavors to provide online marketing opportunities to our weavers and handloom producers.
- vi. Taking a step towards realizing "Aatma Nirbhar Bharat", the vision of our Hon'ble Prime Minister, Handloom Export Promotion Council has endeavored to virtually connect the Handloom Weavers and exporters from different corners of the country with the International Market.

Review of Literature

Quality of textile industry may be improved, beyond the basic knowledge as reading, writing and arithmetic (the 3R's), with the help of (4 C's) critical thinking, communication, collaboration and creativity (Mai, 2005). O'Neill and Palmer (2004) described service quality like "the difference between what a customer expects to receive and his/her perceptions of actual delivery". Industries who have research experience positively affect the most of student (Kaur Mandeep & Sharma Deepa, 2019). Customer satisfaction can be predicated on the basis of industry expertise and interest in subject, customer service facility, quality goods, product impression (Mai, 2005). Customer's expectation interrelated with their satisfaction and satisfaction depends on service quality (Mavondo et al., 2004). Direct relationship with customer satisfaction (Liu and Liu, 2004). Industry services like quality, preparedness and command are playing an important role in customer satisfaction (Bhambri Gaurav, 2021; Mai, 2005; Mavondo et al., 2004; Pop et al., 2008;). Success of textile industry institutes highly counts on faculty services like production effectiveness, quality, awareness and expertise (Pop et al., 2008; Bhambri Gaurav, 2020). Skills develop through different vital features such as transparency evaluation, professional development, ability, professional development, feedback and training (Spooreen et al., 2007). Factors like life, and instructional effectiveness, experience and services, reputation, product offered & atmosphere influence satisfaction (Pop et al., 2008). Satisfied customer significantly loyal to institution and promote the institution through word of mouth (Kaur Mandeep, 2020; Rani Kavita, 2021). A strong relationship exists between customer satisfaction and factors of service quality like reliability, responsiveness and empathy, assurance and tangibility (Ham and Hayduk, 2003). Competence, security, reliability, tangibility, responsiveness, courtesy, credibility, communication, influence student satisfaction (Parasuraman et al.,

1985). Customer consider reliability as most significant and empathy as least imperative among five quality dimensions of SERVQUAL Environment of Textile industry, demographic, support facilities, quality of course programs, internet, facility and effectiveness significantly influence customer satisfaction (Alves and Raposo, 2007; Forrester, 2006; Bhambri Gaurav, 2021; Pop et al., 2008; Umbach and Porter, 2002). Selim and Muhammad (2014) found seven factors such as administrative

service, tangibles, programmes, staff, delivery, assurance, and empathy. Customer who is irregular is less satisfied as compared regular customer (Moro-Egidgo and Judith, 2010). Lagrosen et al., (2004) highlighted textile product quality service, corporate alliance, information and awareness, offered products, amenities, , internal and external assessment, computer services ,post- factors and resources for customer satisfaction. Leblanc and Nguyen (1997) found seven dimensions of service quality of textile industry like physical evidence, responsiveness, access of facilities, administration, reputation, contact personnel and curriculum. Success and failure of industry is influenced by quality, level of satisfaction and dissatisfaction of customers (Aldridge and Rowley, 1998).

Problem Statement and objective of the Study

Shree ram khadi udyog conducted a survey of about 1,50,00 weavers & artisans in year 2016 and found that only 38 percent of weavers were able to get employment in textile industry at functional role, around 21 percent employed at non-functional role of business process outsourcing and approximately 4 percent started their own shops . Various reports published from time to time to high light lack of skills work in Indian textile industry that effects economic development as well as export of textile products . Therefore, an attempt has been made to “Study Problematic Factors in Textile Industry & it’s effects on Export & Economic Development in Haryana”.

Hypotheses of the study

H₁ : Problematic Factors in Textile Industry has no effects on Export of textile products & Economic Development of Haryana.

Research Methodology

This study is primary data based for which questionnaire designed to collect the data. Convenient sampling is used for data collection. Total 108 customers, weavers & artisans data have been collected by online mode. Initial section of questionnaire comprises the questions to know about the demographic profile of Weavers & manufactures such as age, gender, qualification, & catagory etc. Later section embraces 39 statements using a five-point Likert type scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2 and Strongly Disagree = 1). The data is analysed by applying Exploratory factor analysis with the help of IBM SPSS statistics 20.0.

Problem Formulation

The study mainly focuses on whether male & female labour is facing problematic factor in textile industries of Haryana state. What the male & female labour experienced about deliberately discriminating with employees engaged in weaving & artsians tasks, & other labour associated in the environment. Under this research paper study about the textile sector the problems & obstacles that has effects on the economic development of India .

Data Collection Procedure

Primary Data- Primary data collected by using telephonic & personal interview of the respondents. The questionnaire circulated by mode of Google form & hard copy, which is distributed among respondents by the direct emailing mode. Shared the questionnaire link to respondents on the Whatsapp group. & also has shared the questionnaire link to different textile exporters on their email ids. Out of every 200 surveys, 108 questionnaires were collected back from the respondents

An Exploratory Research on Problematic Factors in Textile Industry & Consequences of Decrease in Export of Textile Products: Especially Economic Development Retention

Secondary Data:- It has been collected from the reputed journals, books, articles and online web blogs etc.

Area of Study

Here, studies on Problematic Factors in Textile Industry & it’s effects on Economic Development in Haryana (India). Whether male & female weavers faces the problems & obstacles that weavers has to face in their personal life & professional life due to problematic factors. Gender discrimination in the workplace. Total 7 textile hub districts comes under the state of Haryana .However, in the present study, the 5 districts of Haryana state included in the study

Results and Discussion

Table 1 displays the results of validity and reliability statistics, and results of the KMO and Bartlett’s test of Spherecity. The value of coefficient of Cronbach Alpha has been found 0.79,

Table 1. Result of Reliability Statistics

Cronbach's Alpha	0.790	of Items 108
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.929
Bartlett's Test of Spherecity	Approx. Chi-Square	7670.677
	df	693
	Sig.	0.000***

(Source: Authors own, ***level of significance at 1 percent)

which implies that around 90 percent of the variability in a composite score is being represented by 39 items. The coefficient of Cronbach alpha value represents reliability of the questionnaire. Therefore, further analysis can be performed. Kaiser Meyer Olkin coefficient value has been found 0.929(see table 1) which is very close to 1. Because the p value of Bartlett’s test of Spherecity is significant 0.000. Consequently, factor analysis can be applied on this data set. Table 2 depicts the results of total variance explained by the extracted eight factors. These factors are obtain of exploratory factor analysis employing principal component analysis approach with varimax rotation. The analysis found the eight factors whose initial Eigen value (see table 2) greater than one. These eight extracted factors cumulatively explain 61.631 percent variance for the entire set of items and which is significant variance for the representation. Thus,61% characteristics of higher education institutes service quality on students’ satisfaction is explained by the eight extracted factors. The factor 1 describes the 32.273% of variance, factor 2 explicates 46.506% variance, factor 3 explicates 21.221% variance, respectively.

Table 2. Represents the factor analysis of determinants of Textile Industry Weavers & artisans quality on consumer satisfaction

Item	Number	Factor and Items
	Financial aspects ($\alpha = 0.868$)	
Q4	Deployment of funds	0.781
Q1	Income generation	0.753
Q3	Resource utilization	0.733
	Marketing aspects ($\alpha = 0.832$)	

Q7	CUSTOMER PREFERANCE	0.792
Q10	DECISION MAKING SKILL	0.733
Q11	MARKETING STRATEGY	0.696
	Administrative aspects ($\alpha = 0.827$)	
Q2	TRADE DEFICIT	0.746
Q12	INDIAN GOVT POLICIES	0.701
Q6	EMPLOYEMENT	0.662
Q8	LEADERSHIP SKILL	0.585
Q10	ADMINISTRATIVE SKILL	0.712

The study found significant effect of Textile industry service quality factors on Financial aspects. Financial aspects can be improved though the extra curriculum activities, providing good working atmosphere and resource availability and problem solving in working place. Selim and Muhammad (2014) identified various factors of service quality alike administrative service, academic programme, academic staff, delivery of product, assurance, and empathy. Bhambri Gaurav (2021), , Pop et al., (2008)and Umbach and Porter (2002) described factors such as environment of industry, weaver support facilities, quality of production, administration staff effectiveness, internet and other facility in industry affect customer & labour satisfaction in industries, Mavondo et al. (2004), and Wiers-Jensenn et al. (2002) found that customer satisfaction depends on faculty services and their friendly behavior in working place. Navarro et al. (2005) observe that trainers and their method of training directly affect the labour satisfaction in industry. Schertzer (2004) described that worling atmosphere is one important dimensions of labour satisfaction. Industry social life positively associated with customer satisfaction.

Anova : Single Factor

SUMMARY (Table 3)

Groups	Count	Sum	Average	Variance
Weavers	5	233	46.6	1270.3
Manufacturers	5	277	55.4	2018.3

ANOVA (Table 4)

Source of Variation	SS	Df	MS	F	P-value	F critical
Between Groups	193.6	1	193.6	0.11774	0.740341	5.317655
Within Groups	13154.4	8	1644.3			
Total	13348	9				

The output of ANOVA test resulted that the P value 0.740341 which is greater than 0.05. And Fvalue for degrees of freedom at 5 percent level of significance is 0.11774 is lesser than F critical value 5.317655 for level of agree or disagree. This implies that, In respect of Weavers & Manufactures (Strongly Agree, Agree, Moderate, Disagree, and Strongly Disagree) there is no significance difference between the statement on “Due to the negative experience of various factors of service quality alike administrative service, academic programme, academic staff, delivery of product, assurance, and empathy, economic development retention is reduced” and level of agree. It was noted that on the statement on that there is Due to the negative experience of various factors of service quality alike administrative service, financial programme, marketing staff, delivery of product, assurance, and empathy, economic development retention reduced. The respondents of manufacturers have responded to Disagree nor agree, agree and strongly agree, the Female have responded to the option Disagree nor agree, agree and strongly agree respectively. This present study has found the opinion on “Due to the

An Exploratory Research on Problematic Factors in Textile Industry & Consequences of Decrease in Export of Textile Products: Especially Economic Development Retention

negative experience of all above factors, economic development retention is reduced” is not significant each other due to work experience, nature of job, performance & interpersonal & organizational conflict.

Table 5:

	Financial	Marketing	Administrative
Mean	15.76580	0.000521	0.000254
Median	15.76236	0.001205	8.30E-05
Std. Deviation	0.415460	0.014112	0.000634
Skewness	-0.320674	-0.415634	8.452301
Kurtosis	7.431569	6.345230	135.4123
Jarque-Bera	2330.125	1346.248	1745.340
Probability	0.000000	0.000000	0.000000

Table 5 discusses the descriptive statistics to assess the distribution properties of financial aspects with marketing & administrative aspects. Significant Jarque Bera statistics clearly rejects the hypothesis, which implies that pattern of all variables does not conform to normal distribution, which is the precondition for any industry to be efficient in the weak form.

The empirical distribution of the volatility series is positively skewed, indicating a right tail of distribution, which shows asymmetry. On the other side, negative skewness is observed for return and volume, which has led the returns to be asymmetric and non-normal and it can be verified from p value of Jarque-Bera test. This table also reports that factors are highly volatile.

Table 6: Correlation Results

Variables	Financial	Administrative
Financial aspects	0.034**(0.076)	1.001
Marketing aspects	0.153*(0.000)	-----
Administrative aspects	0.044**(0.086)	1.002

Note: * and ** Correlation is significant at the 0.01 level and 10% level (2- tailed)

Table 6 discusses the correlation results, which clearly shows that financial and administrative & marketing aspects are positively correlated with decrease in export. There might exist a causal relationship between trading volume and financial aspects in export industry because a latent, exogenous variable, representing the rate of information arrival to the industry, affects both volume and financial variance, causing simultaneous movements. In this study, a weak correlation is detected between financial and administrative aspects implying that one of these variables cannot be improved by knowledge of the other.

Table 7: Unit Root Results

Variables	Augmented Dickey Fuller	P-P Test
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	With constant	With constant and trend	With constant	With constant and trend
Financial	-44.34612*	-44.40671*	-44.32561*	-44.42568*
Financial Marketing	-16.34210*	-25.02367*	-39.43417*	-38.71252*

*Significant at 1% Significance level

As reported in table 7, Unit root test results shows that financial aspects, and marketing aspects are stationary at levels, on the basis of both the ADF and PP tests.

Hypotheses of the study

H₁ : Problematic Factors in Textile Industry has no effects on Export of textile products & Economic Development of Haryana.

SUMMARY OUTPUT:

Regression Statistics	
Multiple R	0.983019
R Square	0.966327
Adjusted R Square	0.957909
Standard Error	6.128359
Observations	10

ANOVA:

	df	MS	F	Significance F
Regression	1	4311.106	114.789	0.00043
Residual	4	37.55678		
Total	5			

	Coefficients	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	11.70946	1.858392	0.136655	-5.784524	29.20344	-5.784524	29.20344
Manufacturers	0.597658	10.71396	0.00043	0.442779	0.752537	0.442779	0.752537

The output of regression Statistics, Multiple R is 0.983019, R Square = 0.966327, Significance F value is 0.00043 and ANOVA test resulted that the P value is 0.136655 which is greater than 0.05. And F

An Exploratory Research on Problematic Factors in Textile Industry & Consequences of Decrease in Export of Textile Products: Especially Economic Development Retention

value 114.789 value is greater than F critical value 0.00043. This implies that there is no statistically significant of weavers and there statement on problematic factors & decrease in export. Similarly, P value is 0.00043 which is lesser than 0.05. And F value 114.789 value is greater than F critical value 0.00043. This implies that there is a statistically significant of manufacturers community and there statements on problematic factors & decrease in export . This study got the support of the following findings of the research. “There is no relationship between weavers and there statement on problematic factors & decrease in export. And There is a relationship between manufacturers and there statement on problematic factors & decrease in export.

Limitation of the Study

This study primarily focused the some specified textile industry & export in Haryana state only. For this study data is collected online mode only. Future studies may be conducted covering more states of India. Therefore, results may be more pervasive in the context of India. Moreover, it is suggested that data for future research may be collected by personally visiting the textile industry of various states.

Conclusion

The study identifies determinants of textile industry service quality alike extra curriculum activity, working atmosphere, resource availability and problem solving, product replacement, training quality, supportive behavior of staff, physical support facilities and administrative policies. In this competitive ambiance the textile industry work on these factors to improve the satisfaction level among foreign customers. Because Importer's satisfaction has direct correlation with growth of textile industries. The study suggested that textile industry should emphasize on resources utilization , working atmosphere, resource availability and problem solving, and product replacement & customer satisfaction. Mangers should be well innovative and give the proper attention . Weavers & artisans cannot be fully satisfied but industry are obligatory to gratify the customers as well as labourers by providing the service quality. The administrative aspects plays the most important role inspite of financial & marketing aspects in decrease of export & the Govt. should take sufficient action on this view.

Finally , “Administrative policies & Financial aspects put great affects on marketing or export of textile products & the retention of economic development of country.”

Future Scope

The present study has been conducted in the field of Problematic Factors in Textile Industry in the state of Haryana, but the future may be studied in the field of other factors as well as practices of many other areas of Textile industry in India. The present study is conducted in the consequences on economic development in the state of Haryana. Haryana is a state in north-central India. But such study can also be extended to other parts of our country. Under this study for the future the effect of gender differences in textile industry in people's personal and social lives can be studied.

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