



RESEARCH ARTICLE

EFFECTIVENESS OF DAY CARE CENTERS TOWARDS WORKING MOTHERS' CAREER GROWTH AND CHILD DEVELOPMENT IN BANGALORE

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ABSTRACT

The major changes in the Indian economy in 1991 have brought in vibrant and remarkable socio-economic changes. The flow of foreign direct investment into Indian economy has created enormous opportunities for Indian population and businesses. These significant changes i.e. growth and opportunities have resulted in Indian workforce having a greater impact on global business operations. Increasing work and educational opportunities have resulted in women entering the formal workforce thereby grab the opportunities. According to Hindu Business Line, dual income families are expected to rise by 2.5 million every year. Many of the women have to change roles to play like spouse, mothers or expect to be in the near future. Many companies have begun to study how an increased female workforce can affect their organizations and thus participate in diversity councils whose main focus is on gender inclusion these councils opined that female employees require additional childcare support to be successful. This led to the emergence of day care centres, crèches etc in most of the metropolitan cities. In this article, an attempt is made to understand and analyze the views and opinions of working mothers on childcare having children belonging to the age group of 02months – 6 years by daycare centres. This paper helps in identifying and understanding the effectiveness of working women. Primary and secondary data are collected with the help of the questionnaire, articles, case studies and various journals. The analysis of the study will be done using statistical tools. The scope of this article will be to Government bodies, Corporates, UNICEF, Family courts, HRD ministry, parents and day care centres. This paper also aims at identifying the various facilities to be provided by daycare centres. Suggestions will help them to improve the facilities to be provided for children at day care centres and thereby meet the expectations of working mothers.

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INTRODUCTION

Whether mothers work by choice or out of necessity, they hire nanny for their children or children are taken care by grandparents. Recently many are sending their kids to day care centers. Years back, women used to sit back taking care of their kids, leaving behind the career which they would have dreamt of. Slowly the mothers started keeping nanny to take care of their kids, searching for part time jobs or searching for work from home options. There are many women back in history who left their shining career just because they became mothers. That's the time when family will also focus more on the new member who has been added in their family. People forget the pain and job loss the mother had gone through, because there are still families where they have no value for women's working and more towards male dominant society.

The number of women who returned to work after childbirth has been increased steadily through 1980s. This new trend has actually given a meaning to women empowerment as employers, legislations have started giving emphasis more on working mothers. Private organizations used to ask women to leave the organization as they will not be able to perform as they used before child birth. Government had given 3 months maternity leave to women, but, that was also not availed by the female employees because they were pressurized from the family with a big question – "How will you take care of the child while working?". The answer used to be female leaving the jobs, dreams and opportunities. Earlier government had provided crèche facility in all the companies, but, the awareness or thinking of someone else from outside taking care of the child was not accepted. Traditional ways of child care was more accepted by the family and by the society. As society also was not use to treating working mothers as they use to say statements like "if you cannot take care of your child why gave birth?", "child will not have attachment with mother"

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and more to go. The need of day care arises when more urbanization and women empowerment movement came up. It was a challenge to mothers to go against the wind and focus on career after child birth. There are many women in history who fought for their career and dreams to reach where they are now. Slowly, the change was accepted by the society and there was a time working mothers were valued more than the home makers. Earlier crèche concept was not that acceptable to Indian society, so people were more depended on nannies, who used to come home and take care of the child. But it's not that easy to hire nannies as security, hygiene and safety issues are also considered.

Next problem which many mothers faced with the nannies were that they are not permanent, they will take off or leave soon, which again brings you to level 1. Next problem is that nannies will not take care as we want, but, as they want. It can be regarding the feeding intervals or it can be regarding changing clothes or diapers for the child, because they do it for the sake of doing. With all this child faces more problems than anybody. In this paper the researchers are trying to bring about the importance of daycare facilities for working mothers.

Objectives

- To study the facilities offered by Day Care Centers that are to be considered by working mothers for the overall child's development.
- To analyze the contribution of day care centers towards working mothers' career and child care.
- To study the business model and to understand the business strengths of day care centers.
- To provide suggestions to improve quality of day care facilities.

Hypotheses

H1: There is a significant relationship between daycare facilities & child's development.

H2: There is a significant relationship between daycare facilities and career enabler of working mothers

H3: The income level of working women has a significant impact on quality of choice of daycare facilities

Literature Review

- Anne T and Tanaka H. (2010) in their article on Effectiveness of Japan's extended/night child care: A five-year follow up, they have done a nation - wide study in Japan on care centers and according to their study it was proven that increasing numbers of parents are working and night care is most required by parents because of shift timing.
- Beniamini Nicole (2017). In this article Nicole has given a positive image of day care where working mothers can send their child and focus on work and growth in career. She discussed the various benefits of daycare for child and how much it is benefitting the working mothers having no support from the family.
- Chandrashekar Anoushaka (2016) "The Influence of Affordable Day Care on Women's Empowerment in India" is an impact evaluation which is concerned with studying the impact of affordable and reliable day

care services on women economic and social well-being as well as on the health and nutrition of children. This was a collaborative effort of McGill University, IFMR LEAD, and Seva Mandir, funded by IDRC.

- Gibson Christie (2014) in her article "A working Mom's Tips and Advice to solve your Day Care Dilemma" author focused on the decision to be taken to send child to day care, how to select the day care center. Author also discussed that no more working moms to take the guilt that they are not able to take care and it has been studied that child in day care is smarter than the one taken care at home.
- Jaemin Ahn, Nary Shin (2013) "The use of child care center for infants of dual-working families in Korea". This study explores whether and when dual-working families place their infants and toddlers in child care centers and what factors influence these families' selection process. Family structure and income variables (number of children, non parental adults in the household and household income), mother's education level, and the mother's number of working hours turned out to be significantly related to the probability of child care center use.
- MCGrory Elizabeth (2017). "How to Enhance the Relationship Between You and Your Daycare Provider" The author has surveyed on various factors to be kept in mind while selecting a daycare. The conclusion of the article was on the trust of both parties on each other as working mothers must understand the rules and policies of daycare and day care personnel must understand the worries from the parent end.

Limitation of the Study

- The research is conducted in a limited geographical area which was the east of Bengaluru
- The sample size taken for the analysis is less as compared to the total population from the selected area
- As the questions in the questionnaire are a bit sensitive in nature, there is a possibility of biased response from the respondents up to 10%

METHODOLOGY

The area of Population considered for the study is Bangalore East. The sample frame for the study conducted were only working mothers who are sending their children to day care were who filled the questionnaire. Structured questionnaire was prepared for the survey containing Dichotomous, 4 scale questions and open ended questions. The sample size for the study is 50 samples units using Stratified Sampling. The type of Research conducted is Exploratory Research and the research tool and technique used is Regression Analysis. The respondents were working mothers in East Bangalore who send their children to Day Care Centre's.

Data Collection

Primary data was collected from potential candidates who are working mothers. A detailed questionnaire was used to collect data from the respondents. The questionnaire is divided into 2 parts as Personal details and Expectation of working mothers. Secondary data was collected from Newspapers, Magazines, Journals, Articles and various search engines.

Data analysis and inference

Regression Analysis

H1: There is a significant relationship between daycare facilities and child’s development.

X (independent): Various day care facilities/factors

Y (dependent): Child’s development

OUTPUT

Regression Statistics	
Multiple R	0.92
R Square	0.88
Adjusted R Square	0.64
Standard Error	0.35
Observations	50

ANOVA			
	Df	F	Significance F
Regression	6	15.56	0
Residual	43		
Total	49		

	P-value	Lower 95%	Upper 95%
Intercept	0.4	-1.2	0.49
X1	0	0.79	1.31
X2	0.3	-0.6	0.19
X3	0.15	-0.18	1.08
X4	0.47	-0.56	0.26
X5	0	-0.85	-0.15
X6	0.12	-0.12	1.03

Where,

X1:The child care center is adequate and well maintained for children

X2:Day care has outdoor play area

X3: Happiness with the meals and snacks provided to the child

X4: Day care takes care of the educational activities also

X5: Child is being adequately prepared for their next level of education

X6: Child enjoys being in day care

Inference

The level of significance is 5%. If P value is less than 0.05, null hypothesis (H0) is rejected. From the above table it is inferred that, the P values of X2, X3, X4 and X6 are >0.05. It implies that, H1 is accepted. ie; there is a significant relationship between daycare facilities and child’s development. The day care center has outdoor play area, the meals and snacks provided to children are satisfactory, the day care also takes care of providing educational facilities and the child enjoys being in daycare. Whereas for X1 and X5, p value is <0.05. Hence H1 is rejected. It implies that the daycare facilities are inadequate and not well maintained for children. There is no impact of daycare facilities on adequately preparing the child for the next level of education.

H2: There is a significant relationship between daycare facilities and career enabler of working mothers

X: Satisfaction level on Overall Level of Care Provided (day care facilities)

Y: Enabling career focus for working mothers

Inference

From the above table it implies that H2 is accepted. There is a significant relationship between day care facilities and career

enabling of working mothers. The day care facilities has helped working mothers in various ways to focus on their careers and balance their professional life.

Regression Statistics	
Multiple R	0.06
R Square	0
Adjusted R Square	-0.01
Standard Error	0.19
Observations	50

ANOVA			
	Df	F	Significance F
Regression	1	0.18	0.66
Residual	48		
Total	49		

	P-value	Lower 95%	Upper 95%
Intercept	0	0.69	1.13
X	0.66	-0.07	0.11

H3: The income level of working mother has a significant impact on quality of choice of daycare facilities

X (independent): quality of choice of daycare facilities

Y (dependent): income level of working mothers

X1:The child care center is adequate and well maintained for children

X2: Level of Supervision your child/children receives

X3:Child safety while in day care

X4: The cost is fitting to the services you receive

X5: Happiness with the meals and snacks provided to your child

X6:The serving time of meals and snacks is appropriate

X7: Feel welcome by parents in the child care centre

X8: Day care takes care of the educational activities also

X9: Child is being adequately prepared for their next level of education

X10: Child enjoys day care

OUTPUT

Regression Statistics	
Multiple R	0.76
R Square	0.58
Adjusted R Square	0.48
Standard Error	0.65
Observations	50

ANOVA			
	Df	F	Significance F
Regression	10	5.56	0
Residual	39		
Total	49		

	P-value	Lower 95%	Upper 95%
Intercept	0.00E+00	4.91	9.91
x1	0.02	-1.4	-0.11
x2	0.97	-0.57	0.55
x3	0.78	-0.98	0.74
x4	0.01	0.31	2.49
x5	0.48	-1.8	0.86
x6	0	-4.21	-1
x7	0.44	-0.52	1.17
x8	0.91	-0.94	0.84
x9	0.5	-0.65	1.29
x10	0	-3.17	-0.57

Inference

From the above table it is inferred that,Alternate hypothesis (H3)is rejected for X1, X4, X6 and X10. H3 is accepted for X2, X3,X5,X7, X8 and X9. There is no significant relationship between income level of working women on the maintenance

of daycare, appropriateness of cost of day care, serving time of meals and snacks and child enjoying going to daycare center. But, There is a significant relationship between income level of working women and level of supervision the child receives, child safety while in daycare, happiness with the meals and snacks provided to the child, better welcome by daycare centers, take care of educational activities also, child being adequately prepared for their next level of education. This show, working mothers are unhappy with supervision, safety, meals, welcome, educational activities and preparing for next level of education of their children in daycare.

RESULTS

On the basis of the primary data collection with the help of a questionnaire to working mothers availing daycare facilities for their children, the following are the findings.

- It was found that the awareness level among respondents about Night care centers is limited.
- Most of the working mothers felt that child care centers are not adequately maintained for children.
- The day care center has outdoor play area, the meals and snacks provided to children are satisfactory and the child enjoys being in daycare.
- Multiple Regression Analysis was conducted to prove that the two variables "Daycare facilities" and "Child Development" are associated with each other.
- From regression analysis we can find that working mothers are unhappy with the level of supervision their child receives.
- Most of all working mothers are unhappy about the safety of child while in daycare and also the meals provided to children in daycare
- The regression analysis infers that the various facilities provided by daycare centers has helped working mothers to focus on their career. Hence daycare centers acts as a career enabler for working mothers.
- Working mothers are also unhappy with the way they are welcomed in the daycare.
- Predominantly, working mothers feel that there is no impact of daycare facilities on adequately preparing the child for the next level of education.

Suggestions

- Day care centers should take special interest in providing adequate and well maintained facilities for children.
- They must also provide adequate facilities for safety of children by ensuring safe play area and also provide better supervision facilities for the children for better care.
- They must ensure they provide good quality meals and timely service of food.
- They must show concern for greeting and welcoming the parents like a family so that they create a better relationship with potential customers.
- Daycare centers can also start providing evening coaching classes related to educational activities for children to develop their personalities.
- More promotional activities like advertisements in Radio, TV and Magazines are very essential to create awareness about Night care centers.

- Working mothers must get updates regarding their child anytime they call or approach.
- More awareness on Night Care need to be provided to working mothers as it can help the working mother to focus better on their careers.
- The quality of day care need to be improved and staff need to be well trained in order to have a better level of supervision.

Conclusion

On the basis of the study it is concluded that the Day care center is very effective in Bengaluru in order to enable working mothers' career growth. The main suggestion given through this paper is that more promotional activities are very essential to create awareness about night care centers. It is also suggested that daycare centers should provide adequate facilities for safety of children by ensuring safe play area and also provide better supervision facilities for the children for better care. This paper helped to understand the importance of proper educational facilities to be provided for children in order to help child development. Daycare centers can also start providing evening coaching classes related to educational activities for children to develop their personalities along with social skills. Hence the overall quality of daycare facilities should improve in order to provide complete satisfaction to the working mothers which in turn helps them concentrate better on their career growth.

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