

AN INVESTIGATION ON WORKING MOTHER ATTITUDE WITH DAYCARE CENTRE IN PEELAMEDU

Mrs. T. SREEGEETHA

Assistant Professor

Department Of Commerce with Computer Applications

Dr. N.G.P. ARTS AND SCIENCE COLLEGE

Coimbatore – 48

Mrs.SINDHU.P

Student

B.COM CA

Department Of Commerce with Computer Applications

Dr. N.G.P. ARTS AND SCIENCE COLLEGE

Coimbatore – 48

ABSTRACT:

Being separated from a child due to work commitments is one of the most difficult experiences a mother can have. It could feel paralysed by shame, uncertainty, and anxiety. Significant adjustments have recently been made place in both family and work life. The rise in the percentage of young moms working full- or part-time jobs has been the most notable development. Given that they had to relocate for their jobs, such mother's faced a challenge in caring for their kids. Since other family members may care for the infants, an extended family may not have these issues. The care of a child during the day by a mother than the kid's legal guardians, who are typically members of the child's extended family, is what is meant by the terms "day care". Typically, day-care continuing service at specified times, like the parents' attendance at work.

Keywords: problems faced by working mother, solutions.

INTRODUCTION:

Working mothers face unique challenges when it comes to balancing their career and their family life. One of the challenges that they may face is finding quality daycare services for their children while they are at work. As a result, the attitude of working mothers towards daycare centers is an important topic of investigation. Working mothers feel more at ease knowing that their children are in a safe and nurturing environment while they are at work. They also appreciate the fact that their children are being cared for by trained professionals. the attitude of working mothers towards daycare centers is generally positive. They appreciate the convenience and peace of mind that these centers provide, but may still experience guilt about leaving their children in someone else's care. Cost is also an important consideration for many working mothers

STATEMENT OF THE PROBLEM

Studies that are conducted for immigrant mothers to children are extremely essential since parental attitudes regarding their children have an impact on future generations. In this situation, learning more about how mothers interact with their children. In order to create more effective policies for them and raise immigrant children as healthy and capable adults, it is crucial to understand how parents discipline their kids, the difficulties they confront during expectation. Through in-person interviews, the current study sought to elucidate the attitudes of immigrant moms toward their children as well as the challenges they encounter and the expectations they have. In addition, interviews with the children's teachers, who were well acquainted with the mothers, were conducted in order to gather comprehensive information about these difficulties.

OBJECTIVES OF THE STUDY

1. To know the socio- economic status of the mother.
2. To Identify the challenges and benefits of using daycare centres for working mother's and their children.
3. To Access the satisfication level of working mother's have in their children activities and learning at daycare centre.

RESEARCH METHODOLOGY

DATA COLLECTION:

The study makes use of primary data. The questionnaires were filled out by the respondents for the purpose of collecting primary data, questions were filled by the respondents.

SIZE OF THE SAMPLE

The sample size for this study is 120 respondents.

SAMPLE TECHNIQUE

Convenient random sampling technique has been used to select 120 respondents for the purpose of the study

AREA OF THE STUDY

The area of the research will be confined to day-care centre in Peelamedu.

TOOLS USED

The data collected for the study was analysed manually with suitable statistical tools.

The following statistical tools have been used for analyses of this study

1. Percentage Analysis
2. Ranking analysis

REVIEW OF LITERATURE:

(Connelly, R., Degraff, D.S., & Willis,(2021)“If you build it, they will come: Parental use of on-site child care facilities”The process by which the foundation of learning is established takes place during the preschool years, which span the ages of 0 to 6. Teachers and parents are the two most significant individuals in a child's life at this time.(Lindberg & Ouz, 2016) Parents. Preschool is a crucial time for personality development, so great attention should be devoted to schooling during this time for children to grow up as healthy, self-assured people.

(Morrissey & Warner, (2021) “Child care glossary.,Retrieved from” Low teacher-to-child ratios and manageable group sizes are ideal for daycare. (Daycare facilities: A summary, by the BabyCenter Medical Advisory Board for review Another element. The availability of childcare facilities at the workplace favors large corporate daycares. The typical search for child daycare is "challenging and frustrating," according to 87% of parents who are trying to find quality child care because of this.

Poms et al.(2019), “A Model of Father’s Behavioral Involvement in Child Care in Dual-Earner Families”To gain understanding of the subject, a thorough examination of pertinent literature was conducted. The formulation of a research project must include a review of the literature. It makes research possible to create a strategy for the proceduct

(Huntsman and Tully, 2018), “Quality Adjusted Cost Functions for Child Care Centers,” The aspects, issues and prospects of day care and child care become the pivotal concern of the researchers for two reasons, a) for the social structural changes, and b) neuro-psychologist connotation about brain development in early childhood However, the emergence of these researches is also to find out the apposite variables for quality child care center, ensuring working mother satisfaction, public private rational arrangement in child care center, profit vs non-profit child care center etc.

(Connelly et al.,2017), “The value of employer-sponsored child care to employees”A review of the literature was conducted to determine the impact of on-site (employer-sponsored) child care on employees. Articles were retrieved from search engines EBSCOhost, JSTOR, and Project MUSE. The research studies unanimously identified the struggle between work and family when the employees have children.

(Jenifer et al, 2015), “A Model of Father’s Behavioral Involvement in Child Care in Dual-Earner Families”, A literature review is the first step in the study's framework, which aims to understand the decisions, experiences, and emotions of working moms who use on-site childcare facilities.what is known about the decision made by women to go back to work after giving delivery in general.

Goff et al.(2013),“Employer-supported child care, work/family conflict, and absenteeism “The goal of the literature review is to present a thorough synthesis of study findings on the attributes of home-based child care, to explain the Defining quality in home-based settings and identifying promising measures for enhancing it need the use of concepts and notions that are common to research both within and across them.

(Maynard et al. 2011), “Child Care Challenges for Low-Income Families,” This has created the demand for child care facilities and fostered the growth of different child care programs and institutions. Besides, over the world the nonstandard work (8 am to 6 pm) arrangement is stipulating to facilitate organization. In married couple families, more than 17.5 percent of fathers and 10.8 percent of mothers hold nonstandard jobs (Beers and Thomas, 2000). Again child care to accommodate nonstandard work schedules for low income families serve as a constraint in the child care markets of low-income areas (Maynard et al. 1990)

ANALYSIS AND INTERPRETATION

TABLE 1

TABLE SHOWING THE EDUCATION QUALIFICATION

EDUCATION QUALIFICATION	RESPONDANCE	PERCENTAGE%
SSLC	22	18
HSC	24	20
GRADUATION	64	53
OTHERS	10	9
TOTAL	120	100

(source : primary data)

INTERPRETATION

The above table shows 18% of respondence are SSLC, 20% of respondence are HSC, 53% respondence are Graduation and 9% are others.

INFERENCE

The majority of the respondence are Graduated.

TABLE 2
TABLE SHOWING THE ANNUAL INCOME

ANNUAL INCOME	RESPONDANCE	PERCENTAGE
BELOW 1 LAKHS	30	25
1-2 LAKHS	36	30
2-3 LAKHS	39	32
ABOVE 3 LAKHS	15	13
TOTAL	120	100

INTERPRETATION

The above table shows 25% of respondence are Below 1 lakhs,30% of respondence are 1-2 Lakhs, 32% of respondence are 2-3 lakhs, 13% of respondence are Above 3 lakhs.

INFERENCE

The majority of the respondence are 2 – 3 lakhs.

TABLE 3
TABLE SHOWING SATISFACTION

PARTICULARS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DIS SATISFIED	HIGHLY DIS SATISFIED	TOTAL	RANK
TIMING	60 (5) 300	41 (4) 164	22 (3) 66	2 (2) 04	0 (1) 0	534	I
TEACHING	6 (5) 30	79 (4) 316	37 (3) 111	02 (2) 04	01 (1) 1	462	III
COST	15 (5) 75	44 (4) 176	55 (3) 165	09 (2) 18	02 (1) 02	480	II
CARING	12 (5) 60	39 (4) 156	48 (3) 144	23 (2) 46	3 (1) 3	409	VI
FOOD	11 (5) 55	44 (4) 176	41 (3) 123	17 (2) 34	12 (1) 12	400	VIII
SLEEPING	14 (5) 70	32 (4) 128	44 (3) 132	27 (2) 54	08 (1) 08	392	X

(source : primary data)

INTERPRETATION

The above table shows most of the respondents are highly rated in Timing.

INFERENCE

The majority of the respondents are said Timing.

TABLE 4
TABLE SHOWING RATING

PARTICULARS	1	2	3	4	5	TOTAL	RANK
FUTURE EDUCATION	24 (5) 120	19 (4) 76	33 (3) 99	23 (2) 46	21 (1) 21	362	1
INCREASING INFRASTRUCTURE	5 (5) 25	32 (4) 128	30 (3) 90	24 (2) 48	29 (1) 29	320	4
TEACHING NEW LESSONS	7 (5) 35	18 (4) 72	43 (3) 129	18 (2) 36	34 (1) 34	306	5
CREATIVE THINKING	15 (5) 75	24 (4) 96	30 (3) 90	25 (2) 50	26 (1) 26	337	2
MAKING DECIPLINE	15 (5) 75	26 (4) 104	27 (3) 81	24 (2) 48	28 (1) 28	336	3

(source : primary data)

INTERPRETATION

The above table shows most of the respondents are highly rated in Timing Future education.

INFERENCE

The majority of the respondence are said Future education.

FINDINGS

- The majority of the respondents are 20 - 30
- The majority of the respondents are Graduated.
- The majority of the respondents are students
- The majority of the respondents are Nuclear family
- The majority of the respondents are 3-6.
- The majority of the respondents are 1 Year.
- The majority of the respondents are 2 – 3 lakhs.
- The majority of the respondents are Relatives.
- The majority of the respondents are Time management.
- The majority of the respondents are like Teaching new things.
- The majority of the respondents are Time management.
- The majority of the respondents are said Years.
- The majority of the respondents are said No
- The majority of the respondents are said Others
- The majority of the respondents are said Games.
- The majority of the respondents are said 2 hours.
- The majority of the respondents are said Yes.
- The majority of the respondents are said Timing.
- The majority of the respondents are said Future education.

5.2 SUGGESTIONS:

- Look for information on the quality of daycare centers in your area. You can check online reviews, ask for recommendations from other parents, and visit the centers to observe the environment and talk to the staff.
- Once you have selected a daycare center, communicate regularly with the staff to ensure that your child's needs are being met. Ask about your child's daily routine, their interactions with other children and staff, and their progress in learning and development.
- Set up a routine for drop-off and pick-up times, as well as for meals, naps, and other activities. This will help your child adjust to the daycare center environment and feel more secure.

- Participate in the daycare center's activities and events, and stay informed about your child's progress. This will help you build a relationship with the staff and stay connected to your child's daily life.
- Trust your instincts: If you feel uneasy or have concerns about the daycare center or your child's well-being, trust your instincts and address the issue with the staff or consider finding a different center.

5.3 CONCLUSION:

Overall, mothers had a positive attitude towards daycare centers, and most of them were satisfied with the services provided. However, there were some mothers who were not aware of the benefits of daycare centers, and some who had concerns about the quality of care provided. It is recommended that daycare centers should focus on creating awareness about the benefits of daycare centers and improving the quality of care to address the concerns of the mothers. Additionally, daycare centers can focus on providing value-added services to differentiate themselves from competitors and attract more customers

REFERENCE

1. Connelly, R., Degraff, D.S., & Willis, R. A. (2021). If you build it, they will come: Parental use of on-site child care facilities. *Population Research and Policy Review*, 21(3), 241-273.
2. Child Care Aware. (2009). Child care glossary. Retrieved from <http://www.childcareaware.org>
3. Morrissey & Warner, (2021), "Quality of Center Child Care and Infant Cognitive and Language Development", Frank Porter Graham Child Development Center.
4. Poms et al.(2019), "Child Care Challenges for LowIncome Families," The Minority Female Parent Demonstration, Into the Working World: Rockefeller Foundation.
5. (Huntsman and Tully, 2018)" Quality Adjusted Cost Functions for Child Care Centers: The Relationships between Adult-to-Child Ratio, Age Composition in Child Care Classes, Teaching and Children's Social and Cognitive Achievements", *Early Childhood Research Quarterly*, 15, No. 1, 91–114 (2000) ISSN: 0885-2006
6. Connelly et al.,(2017), Child care in the era of welfare reform: Quality, choices, and preferences. (Policy Brief 01-4, Reform of Welfare, Children, and Families.

7. Jenifer, F.;. (2015), “A Model of Father’s Behavioral Involvement in Child Care in Dual-Earner Families”, Journal of Family Psychology, 1999, Vol. 13, P. 401-415.
8. Goff, S.J., (2013).). Child care patterns of school-age children with employed mothers. (Urban Institute Occasional Paper No. 41.) Washington, DC: Urban Institute.
9. (Maynard et al. 2011) Child care quality: Centers and home settings that serve low income families. Early Childhood Research Quarterly, 19, 505-527.