**Abstract**

Work-life balance has become a more important issue in the twenty first century. Work and family are like two sides of the coin as both are interconnected and interfere with each other. Increases “work demands” interferes with family life and on the other hand “family demands” interfere with the work-life of an employee. Therefore, conflicts occur which negatively affect an employee’s performance at work as well as at home. Looking at this, organizations have increasingly started to take an active interest in implementing practice that enables the employee to balance work and family life. Work-life balance practices will not only increase the individual performance, but the organizational performance will also enhance by many fold. Proper work-life balance, helps the employee to balance their work and personal life, which in turn reduces stress, tension, conflict and help in attaining job satisfaction. Work-life balance (WLB) is an issue increasingly recognized as strategic importance to organizations and significance to employees. Work-life Balance is Human Resource Strategy, which is already recognized as the ultimate key for Human Resource Development among all the work systems.