**Abstract**

Women are the pillars of the economy of the world. Family development is in the hands of the women. Women play an important role in every field. Now a day most of the women are working and achieving in their particular field. Every year 5.5 million educated women are entering into their work field. Many women have retained their work faster and easier. Time pressure may occur both in working place and also in family for working women. Pressure occurs when it is not possible to carry out their normal work where they should able to finish the work with tension and other factors. Working under frequent or constant time pressure may lead to health problems or job related illness. Time pressure may occur due to age structure, uncooperative management, expectations and reality of the situation and unclear structure. The main aim of the study “strategies used by working women to reduce time pressure” is to identify the factors used to reduce the time pressure and the level of satisfaction regarding the strategies followed to reduce time pressure and also to find out about the problems that may arise by using the strategies to reduce time pressure. The information processing strategy and task structure also determine to analyse the effects of time pressure.