CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter attempts to analyze the data collected by applying appropriate statistical tests and interpret the same keeping in mind broad and specific objectives of the current study of 'Women Entrepreneurship: A Study of Achievement Motivation, Leadership and Work life Balance of Women Entrepreneurs of Gujarat. Statistics like simple frequency distribution tables, Cross tables, Mean, Standard Deviation, Chi-square and Analysis of Variance (AnoVa) was applied to understand the associations between the variables.

For the multiple responses, observations and interaction during data collection the separate categories were formed from the opinions and responses received. This chapter is divided in to seven sections:

SECTION I - Primary Information/ Demographic Details of Respondents

SECTION II - Achievement Motivation of The Respondents

SECTION III - Leadership of The Respondents

SECTION IV - Work Life Balance of Respondents

SECTION V - Details of Association And Correlation Between Variables

SECTION VI – Case Studies of Selected Respondents

Before moving on further with the chapter, the researcher would like to express the details of the challenges faced during the data collection. Despite the limitations being mentioned earlier in the Research Methodology part of the Introduction Chapter, the researcher here would like to elaborate on the challenges with reference to identifying the respondents and fitting them in the study.

Challenges Faced during Data Collection

Data collection is an important stage in the entire research process. Data collection, usually occurring simultaneously with data analysis, is defined as the systematic gathering of data for a particular purpose from various sources, including, interviews, focus groups, observation, existing records, and electronic devices. During the data collection period for this study, the researcher faced many unanticipated challenges for numerous reasons.

The initial challenge posed in front of the researcher was the sampling. Once the researcher had set the inclusion criteria, it became a challenging task to identify the prospective respondents across the four cities chose for the study. While the researcher assumed the data might be easily available at the various chambers of commerce and industries of each of the cities, it turned out that except for two of the four cities, such systematic data was not available. Hence, the researcher had to adopt to a snowball sampling method to arrive at a reasonable number to study.

The next challenge was to convince the researchers to participate in the study. Since many respondents were busy and also traveling for their work purposes, it came across as a bigger challenge to reach up to their pace especially in the three cities of Ahmedabad, Rajkot and Surat. Many times, it so happened that despite seeking prior appointment, the researcher was unable to meet the respondents due to their busy schedules.

Another challenge the researcher encountered was establishing rapport and getting the respondents to participate in the study. Since the questions included mentioning their annual income and family income, many respondents showed unwillingness to participate. Moreover, the researcher had to assure them that the study, in no way, would reveal their identities publicly and the researcher will use the data for research purpose only. On the other hand, the researcher also met few respondents who were willing to know the results of the study, whenever published.

Since the researcher had not travelled extensively to the three cities, other than Vadodara, for data collection, it became a challenge to reach from one place to the other, while adhering to the appointments. Moreover, if any of the appointments was cancelled at the last minute, it became a challenge to fix an appointment with another respondent immediately. Thus, time management became challenging.

PRIMARY INFORMATION/ DEMOGRAPHIC DETAILS OF RESPONDENTS

Primary Information/ Demographic Details of women entrepreneurs include Personal characteristics, social characteristics, general characteristics and Economic characteristics. Personal characteristics include Age, Education, Experience and Training. Social characteristics include Marital Status, Type of Family, Nature of family etc.

The researcher has been able to collect data from 158 respondents from Ahmedabad, Rajkot, Surat and Vadodara cities of the state of Gujarat, India. The bifurcation of the respondents, city-wise is as under:

S. No.	City	No. of Respondents
1.	Ahmedabad	50
2.	Rajkot	19
3.	Surat	50
4.	Vadodara	39
TOTAL		**158**

Based on this data, further analysis was done using various statistical tools.

In this section, the demographic details of the respondents have been analyzed and graphically represented.

Table 1.1 Showing Age of the Respondents

N=158

Categories	Frequency	Percent
21-30 Yrs.	43	27.2
31-40 Yrs.	59	37.3
41-50 Yrs.	34	21.5
51 and Above	20	12.7

NR	02	1.3
Total	**158**	**100**

From the above table, it can be observed that 37% i.e., majority of the respondents fall between the age groups of 31-40 years. Almost 27% respondents fall between the age group of 21-30 years whereas 22% respondents fall within the age group of 41 - 50 years. There is a significant population of respondents, 13% within the age ranges of 51 years and above whereas 2 respondents i.e., 1% have chosen to not respond to this question.

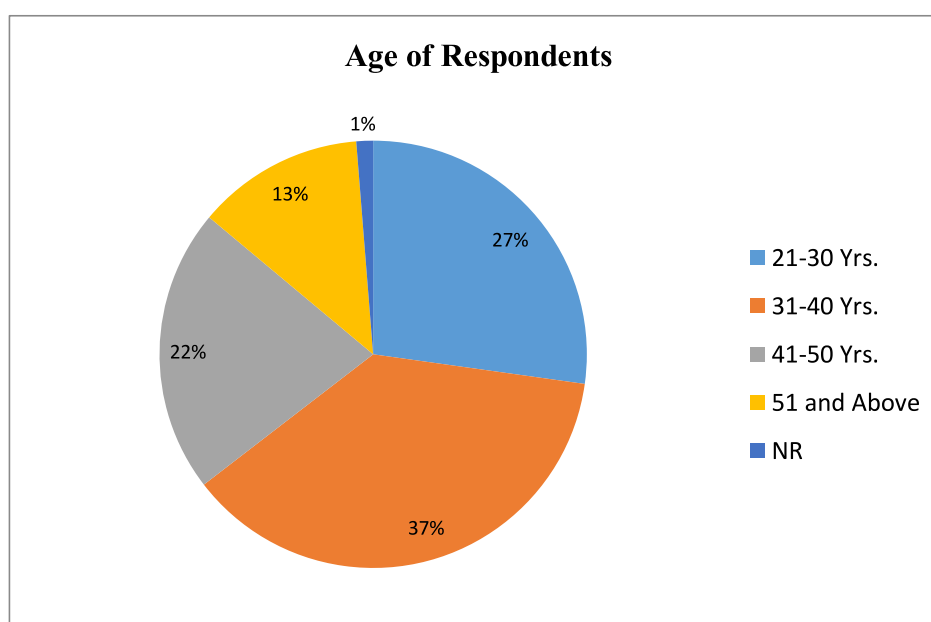**Graph 1.1 Showing Age of Respondents**

Table 1.2. Showing Educational Qualifications of the Respondents

<div align="right">N=158</div>

Categories	Frequency	Percent
Secondary	07	4.4
Higher Secondary	19	12.0
Graduation	71	44.9
Post-Graduation	52	32.9
Other	07	4.4
NR	02	1.3
Total	**158**	**100**

From the above table, it can be observed that 44.9% i.e., majority of the respondents have pursued education up to Graduation level. A sizeable number of respondents, 32.9% have pursued education up to Post Graduate level whereas 12% respondents have attained education up to Higher Secondary. 4.4% respondents have pursued education until secondary level and 4.4% respondents have responded to other education received. However, 2 respondents i.e., 1.3% have chosen not to respond to this question.
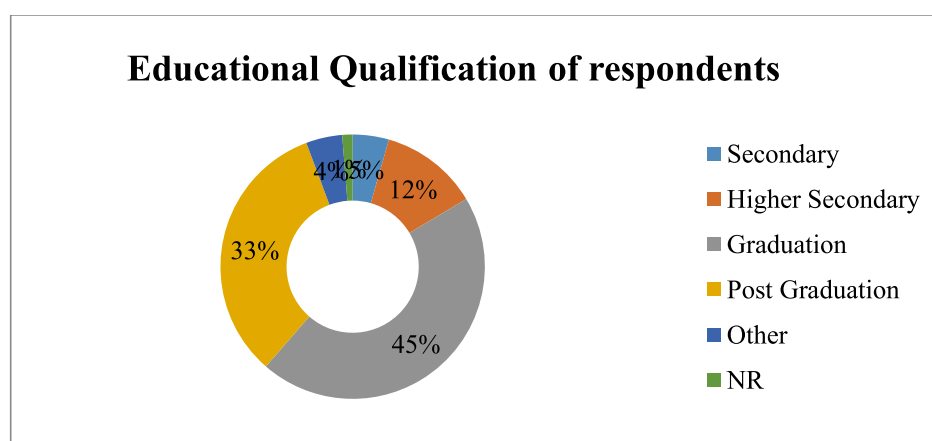
Graph 1.2 Showing Educational Qualification of respondents

Table 1.3. Showing the Marital Status of Respondents

<div align="right">N=158</div>

Categories	Frequency	Percent
Unmarried	28	17.7
Married	122	77.2
Separated/ Widow	08	5.1
Total	**158**	**100**

From the above table, it can be observed that 77.2% i.e., majority of the respondents are married. 17.7% are unmarried whereas 5.1% respondents are either separated or widowed at the time of data collection.

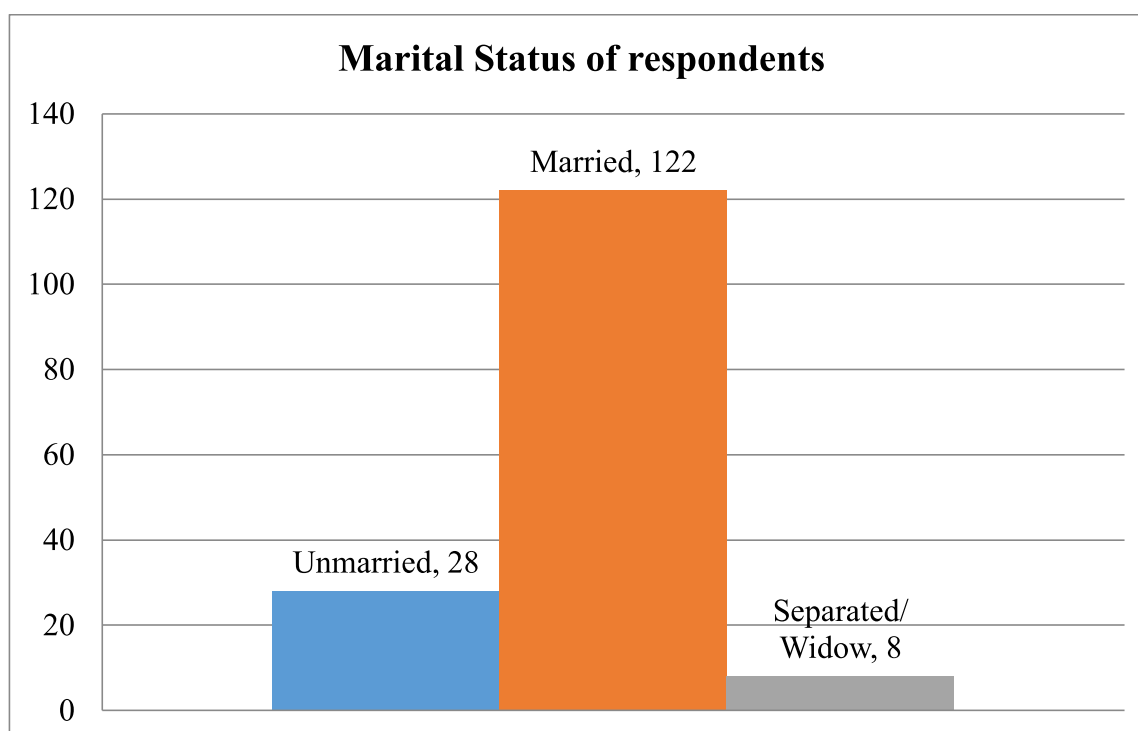**Graph 1.3 Showing marital status of respondents**

Table 1.4. Showing the experience of respondents (in years)

Categories	Frequency	Percent
<=1 Yrs	07	4.4
2-5 Yrs.	46	29.1
6-10 Yrs.	38	24.1
>10 Yrs.	54	34.2
NR	13	8.2
Total	**158**	**100**

From the above table, it can be seen that the majority of the respondents, i.e., 34.2% have an experience of more than 10 years in running an enterprise, 29.1% respondents have an experience of 2-5 years, 24.1% respondents have an experience of 6-10 years and 4.4% respondents have recently come up with their venture. In all 13 respondents chose to not respond to this question.

Graph 1.4 Showing total years of experience of respondents

Table 1.5. Showing Experience of running current enterprise

<div align="right">N=158</div>

Categories	Frequency	Percent
<=1 Yrs	20	12.7
2-5 Yrs.	60	38.0
6-10 Yrs.	38	24.1
>10 Yrs.	31	19.6
NR	9	5.7
Total	**158**	**100**

From the above table, it can be seen that the majority of the respondents, i.e., 38% have an experience of 2-5 years in running their current enterprise, 24.1% respondents have an experience of 6-10 years of running their current enterprise, 19.6% respondents have an experience of more than 10 years and 12.7% respondents have recently come up with their own venture. In all 09 respondents chose to not respond to this question.
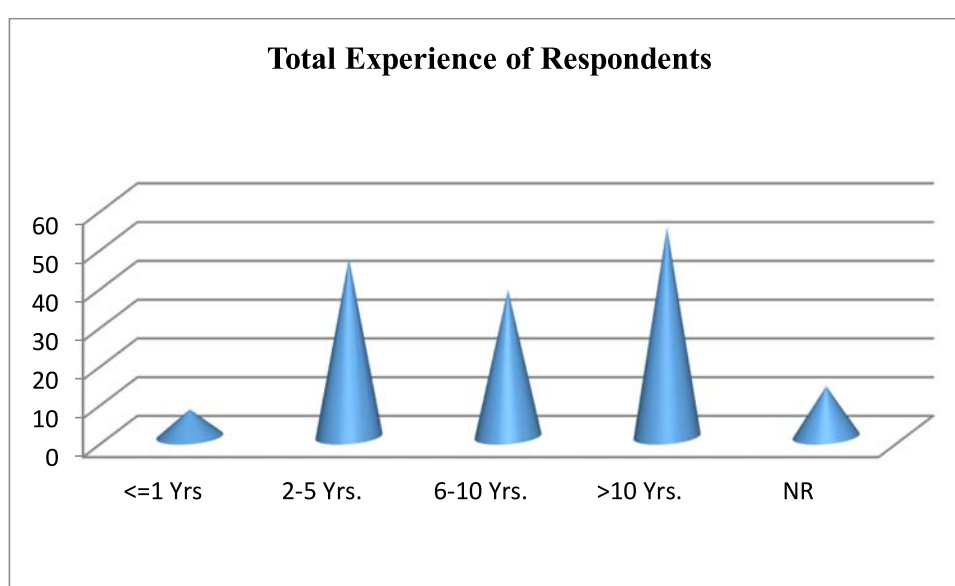
Graph 1.5 Showing respondents' experience of running own enterprise

67
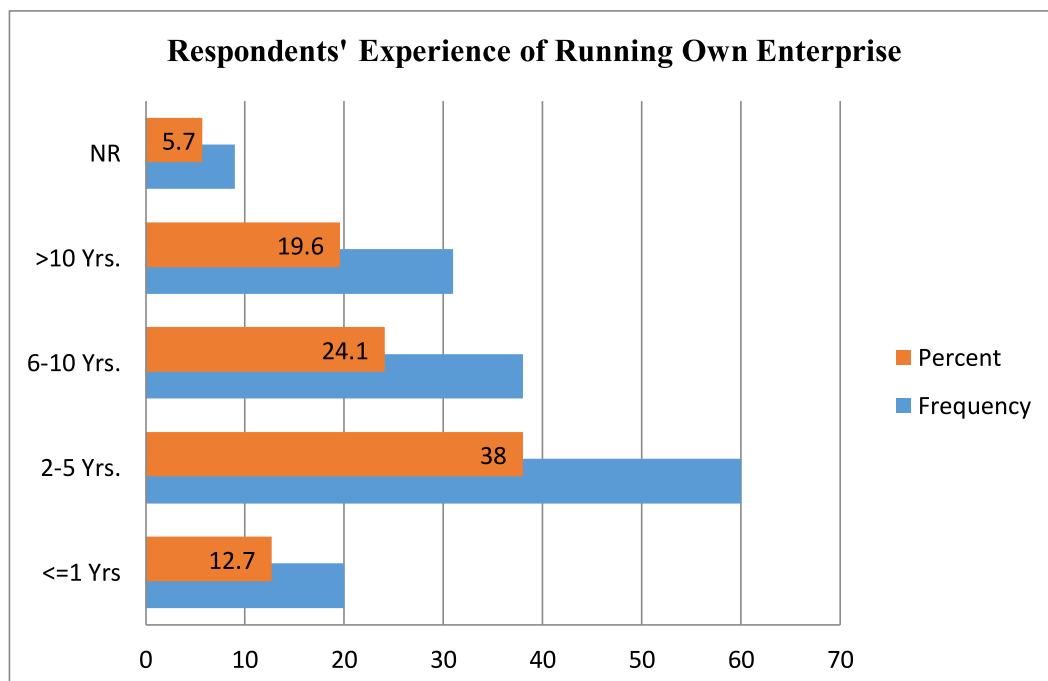
Table 1.6. Showing average monthly income of the respondents

Categories	Frequency	Percent
<= Rs.10,000 Rs.	25	15.8
Rs. 10,001-20,000	26	16.5
Rs. 21001-50,000	41	25.9
> Rs.50,000	34	21.5
Not Regular	32	20.3
Total	**158**	**100.0**

From the above table, it can be seen that the majority of the respondents, i.e., 25.9% have an average monthly income of Rs. 21,001 - 50,000, 21.5% respondents have an average income of more than Rs. 50,000, 16.5% respondents have an average income of Rs. 10,001 - 20,000 while 15.8% respondents have an average income of less than Rs. 10,000. In all 32 respondents i.e. 20.3% chose 'Not Regular" as their response.

Graph 1.6 Showing Average Monthly Income of Respondents

Average Monthly Income of Respondents
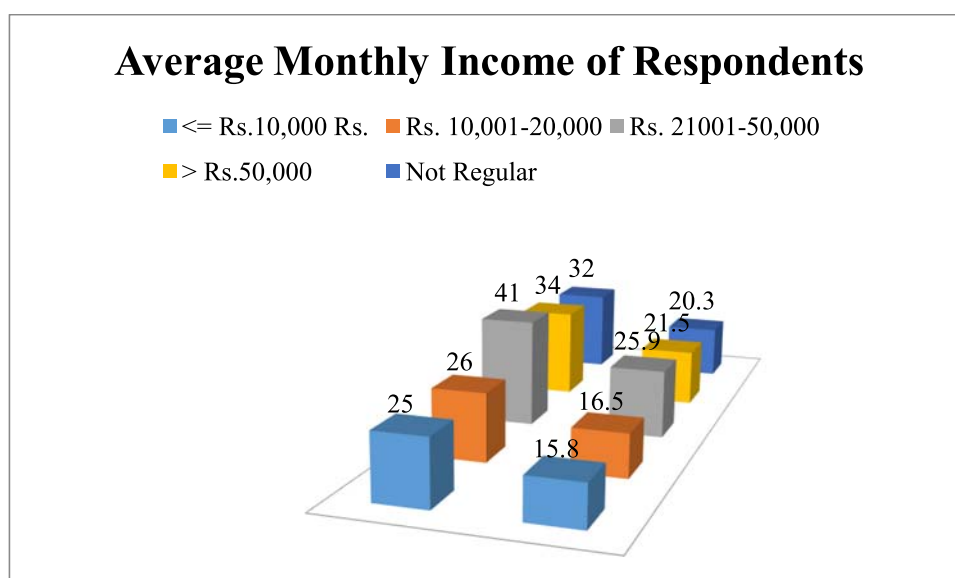
Table 1.7. Showing husband's occupation

N=158

Category	Frequency	Percent
Job	28	17.7
Business	43	27.2
Professional	43	27.2
NR	08	5.1
NA	36	22.8
Total	**158**	**100**

From the above table, it can be seen that the occupation of majority of the respondents' husbands is business i.e. 27.2% and an equal percent belong to professional category. 17.7% of the respondents answered that their husbands were doing a job while 5.1% respondents refused to respond to this question. Since there were 36 respondents who were not married, this question is not applicable to them.

Graph 1.7 Showing Occupation of Respondents' Husbands

Occupation of Respondents' Husbands

Professional 27%
Business 27%
Job 18%
Other 28%
NA 23%
NR 5%
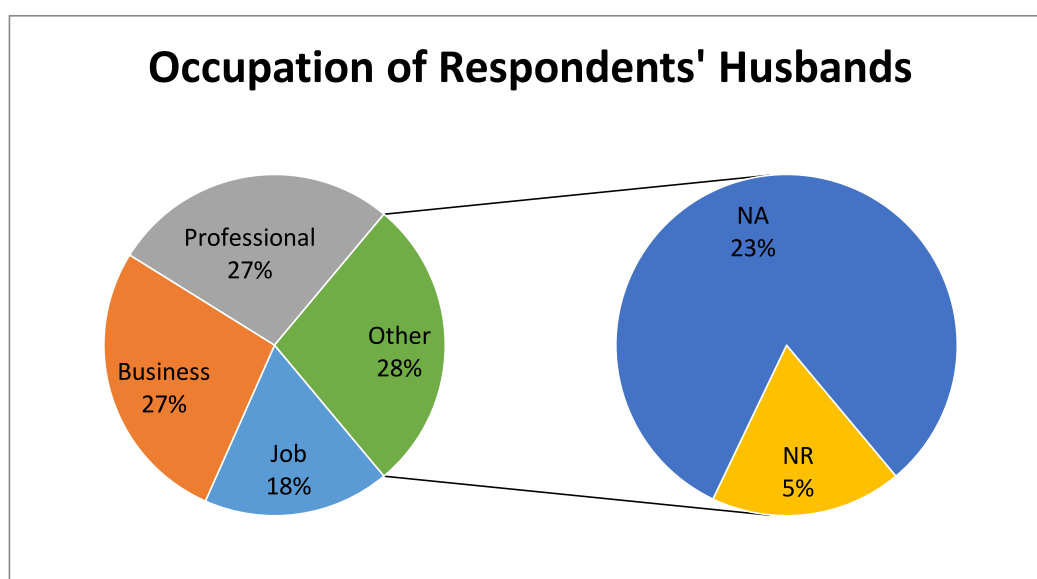
able 1.8. Showing Husband's Monthly Income

<div align="right">N=158</div>

Category	Frequency	Percent
<= Rs. 10,000	04	2.5
Rs.10,001-20,000	08	5.1
Rs.21001-50,000	31	19.6
> Rs. 50,000	39	24.7
NR	40	25.3
NA	36	22.8
Total	**158**	**100**

From the above table, it can be seen that the majority of the respondents, i.e., 25.3% have chosen not to respond to this question of their husband's income, while 24.7% respondents have claimed that the average monthly income of their husbands is more than Rs. 50,000/- while 19.6% women have responded their husbands' incomes to be between Rs. 21,001 to Rs. 50,000/-; for 5.1% females, the average monthly income of their husbands is between Rs. 10,001 - Rs. 20,000/- while for just 2.5% respondents, the average monthly income of their husbands is less than Rs. 10,000/-. It can be seen that 22.8% women were not married at the time of data collection and hence, this question is not applicable to them.

Graph 1.8 Showing Average Monthly Income of Respondents' Husbands

Average Monthly Income of Respondents' Husbands

	<=10,000 Rs.	10,001-20,000 Rs.	21001-50,000 Rs.	>50,000 Rs.	NR	NA
Frequency	4	8	31	39	40	36
Percent	2.5	5.1	19.6	24.7	25.3	22.8
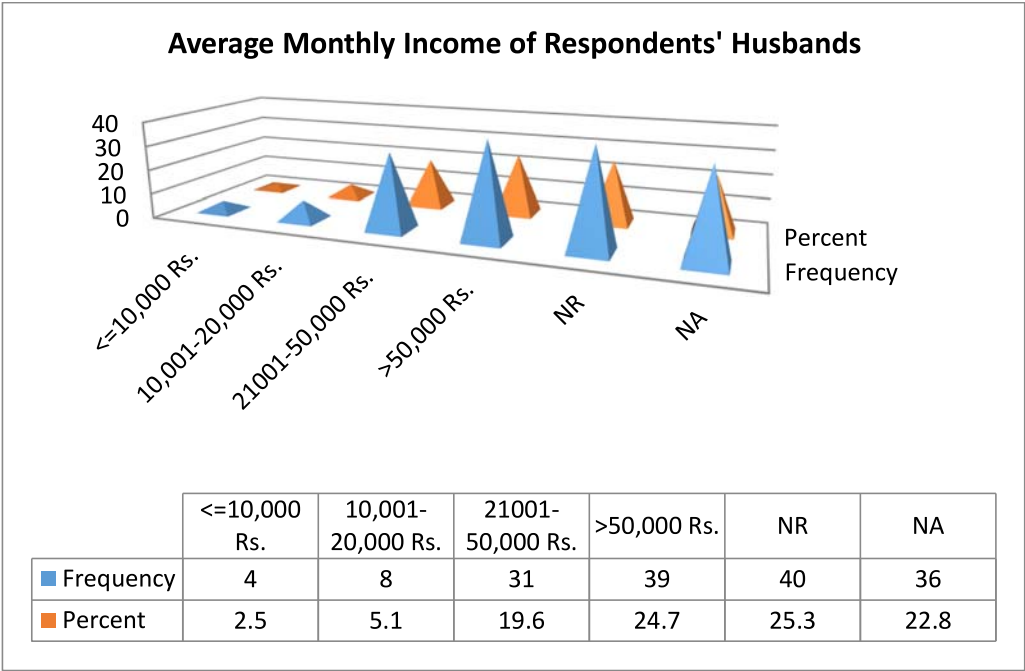
Table1.9. Showing Husband's Educational Qualification

N=158

Categories	Frequency	Percent
<=12th Std.	15	9.5
Graduation	57	36.1
Post-Graduation	24	15.2
Professional	19	12.0
NR	7	4.4
NA	36	22.8
Total	**158**	**100.0**

From the above table, it can be seen that the majority of the respondents, i.e., 36% have husbands whose minimum qualification is graduation, while 15% respondents have claimed that th0 minimum educational qualification of their husbands is post graduation. Husbands of 12% respondents have professional degrees like CA, MBA, Medical Professionals etc. and 10% women's' husbands are only 12th pass. 4% respondents have chosen not to answer this question while for 23% respondents, this question is not applicable.

Graph 1.9 Showing Respondent's Husband's Educational Qualification

Respondent's Husband's Educational Qualification

- <=12th Std.
- Graduation
- Post-Graduation
- Professional-MBA,CA, Doctor etc
- NR
- NA
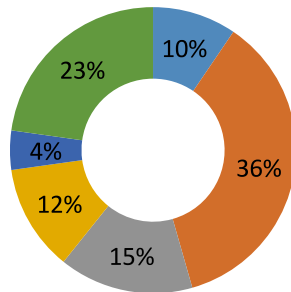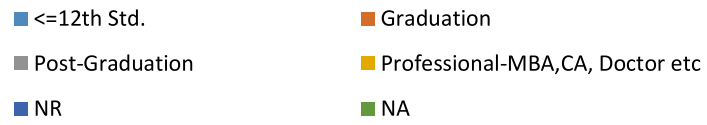
Table 1.10 Showing number of Family Members

N=158

Categories	Frequency	Percent
1-2 members	10	6.3
3-5 members	129	81.6
>=6 members	17	10.8
NR	02	1.3
Total	**158**	**100**

From the above table, it can be seen that the majority of the respondents, i.e., 81.6% have 3-5 members in their families, while 10.8% respondents have more than 6 members in their families. 6.3% respondents have 1-2 members in their families whereas 1.3% respondents have not responded to this question.

Graph 1.10 Showing Number of Family Members of Respondents
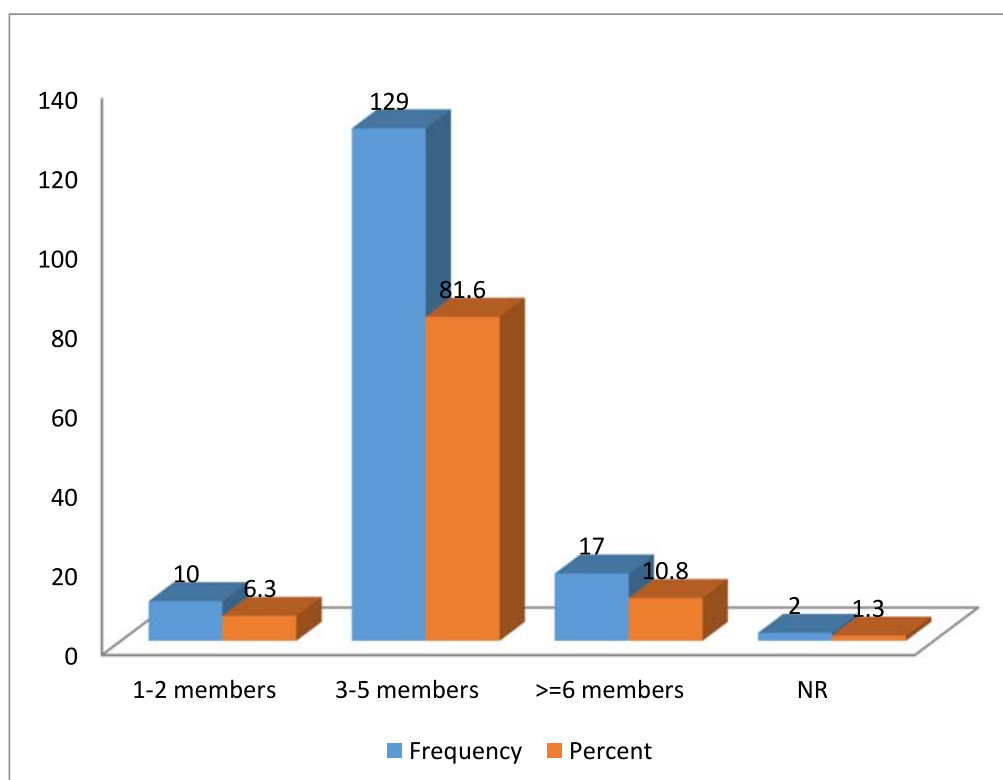
Table 1.11 Showing number of children of the respondents

N=158

Category	Frequency	Percent
0	14	8.9
1	51	32.3
2	50	31.6
3	07	4.4
4	03	1.9
NR	05	3.2
NA	28	17.7
Total	**158**	**100**

From the above table, it can be seen that the majority of the respondents, i.e., 32.3% have only one child while 31.6% respondents have 2 children in their families. Almost 4.4% respondents have 3 children while 1.9% respondents have 4 children. Almost 8.9% respondents have no children while 3.2 respondents have not responded to this question. This question is not applicable to 17.7% respondents.

Graph 1.11 Showing Number of Children of Respondents
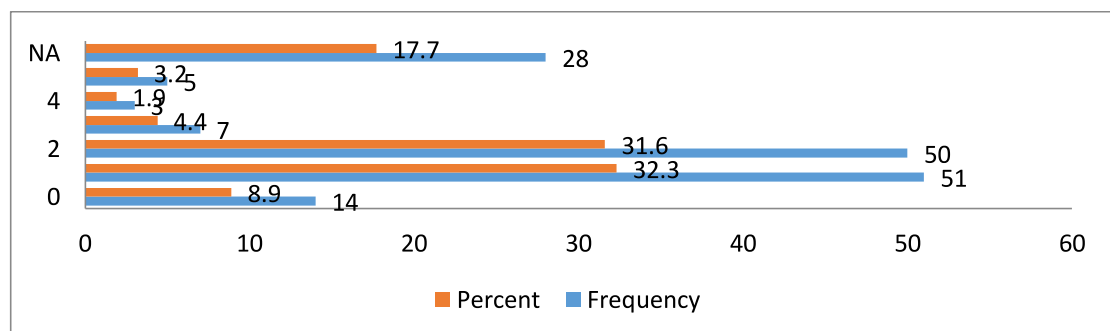
The following chapter goes on to discuss the associations between the independent and dependent variables of the current study.

RESULTS ON ACHIEVEMENT MOTIVATION OF RESPONDENTS

Achievement Motivation is defined as behaviors dedicated to developing and demonstrating higher abilities. It is one of the three components that make up McClelland's Human Motivation Theory. Those who are motivated by achievement tend to have a particular set of features. The first is that they choose their battles wisely. They are not gamblers when it comes to setting goals and will not set one that is impossible. That being said, they will not be as motivated by a task that can be easily accomplished either.

The respondents were asked to fill in their level of achievement motivation and their responses were further analyzed for correlation.

Table 2.1 Showing Achievement Motivation of Respondents

N=158

Particulars	Completely Disagree (CD)		Mostly Disagree (MD)		Agree to some extent (ASE)		Mostly Agree (MA)		Completely Agree (CA)		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
I like reading the biography of great people in order to learn how they overcame hurdles and achieved great things in life	11	7.00	11	07	49	31	45	28.5	42	26.6	158	100

I plan ahead what to do during my free time	08	5.10	14	8.9	30	19	50	31.6	56	35.4	**158**	**100**
When I come to know that somebody like me, have achieved something great, I am motivated to do the something in a better way.	06	3.80	08	5.1	19	12	51	32.3	74	46.8	**158**	**100**
Most people who know me say that I am hard working and ambitious.	07	4.40	09	5.7	35	22.2	49	31	58	36.7	**158**	**100**
I never leave a task/assignment, I start unfinished	04	2.50	12	7.6	29	18.4	57	36.1	56	35.4	**158**	**100**
I always work very hard to be among the best.	11	7.00	06	3.8	17	10.8	50	31.6	74	46.8	**158**	**100**
I aim at reaching the highest level at my work.	11	7.00	08	5.1	28	17.7	38	24.1	73	46.2	**158**	**100**
I want to do something	08	5.10	11	07	34	21.5	35	22.2	70	44.3	**158**	**100**

which others have not done.											
I am basically a competitive person and I compete just for the sake of competing.	30	19.00	24	15.2	46	29.1	35	22.2	23	14.6	**158**	**100**
I believe that success in life has less to do with hard work and more to do with luck and being in the right place at the right time.	35	22.20	26	16.5	39	24.7	39	24.7	19	12	**158**	**100**
I will go ahead with my plans only if I am sure that other people will approve of it.	39	24.70	31	19.6	36	22.8	30	19	22	13.9	**158**	**100**
It is not a good idea to be always above others in achievement, because that may make them feel bad about themselves.	31	19.60	34	21.5	41	25.9	37	23.4	15	9.5	**158**	**100**
I like to be the best.	10	6.30	9	5.7	30	19	38	24.1	71	44.9	**158**	**100**

I enjoy finishing my assignments even when they are difficult and time consuming.	11	7.00	08	5.1	31	19.6	41	25.9	67	42.4	**158**	**100**
I enjoy making friends with the most intelligent workers so as to keep up my standards of performances.	21	13.30	08	5.1	34	21.5	46	29.1	49	31	**158**	**100**
I like when people say in front of others that I am doing well.	08	5.10	15	9.5	32	20.3	44	27.8	59	37.3	**158**	**100**
I would like to deal with difficult situations, so that the blame or praise for its results come to me alone.	17	10.80	25	15.8	35	22.2	36	22.8	45	28.5	**158**	**100**

The above table shows the respondents' level of achievement motivation. From the above table, a cumulative Achievement Motivation score is obtained. Since there was no greater variance between the values of Completely Disagree (CD) and Mostly Disagree (MD) as well as Mostly Agree (MA) and Completely Agree (CA), the researcher has clubbed the items in the cumulative table that can be represented as below:

Table 2.1.1 Cumulative response on Achievement Motivation

<div align="right">**N=158**</div>

Achievement Motivation		
	Frequency	**Percent**
Mostly disagree	15	9.5%
Agree to some extent	90	57%
Mostly agree	53	33.5%
Total	**158**	**100%**

The above graph shows the cumulative responses of the respondents on Achievement Motivation. It shows that out if the 158 respondents, majority of the respondents, i.e., 57% agree to some extent on having Achievement Motivation, 33.5% mostly agree that they have high Achievement Motivation and 9.5% of respondents disagree on having Achievement Motivation.

Graph 2.1.1 Showing Achievement Motivation of Respondents
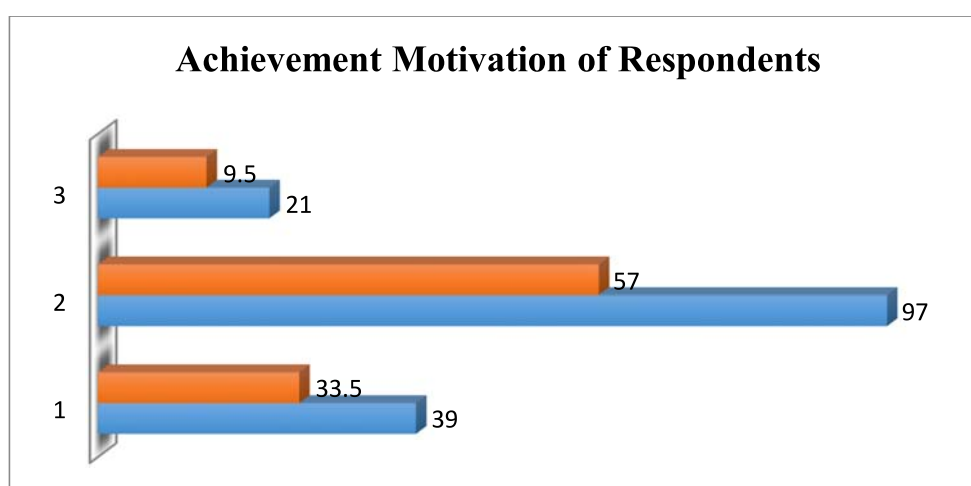
Thus, it can be concluded that there is visible level of achievement motivation present among the respondents. It is this motivation that aspires women to work harder and achieve greater heights in their career. There is a great sense of

achievement in women, and on knowing that people like them have achieved much in life, they are also motivated to work harder.

This also hints at the aspiring and hardworking nature of the women respondents.

Respondents own their actions and believe that they themselves like to deal with difficult situations so that the blame or praise comes to them alone.

RESULTS ON LEADERSHIP OF RESPONDENTS

Leadership is an important virtue for entrepreneurs, as it will help the entrepreneurs to hold their workforce together during every stage of the development of business. A good leader will be able to bring along all the people along with him/ her whereas a leader who cannot lead his/ her people well will gradually end up losing resources. For an entrepreneur, resources are of prime concern. It becomes the duty of an entrepreneur to also be a good leader who believes in the potential of the people who work with them.

The respondents were asked to fill in their level of leadership and their responses were further analyzed for correlation.

Table 3.1 Showing Responses of Respondents on Leadership

N=158

Items	Never		Sometimes		Always		Total	
	F	%	F	%	F	%	F	%
I encourage my team to participate when it comes decision-making time and I try to implement their ideas and suggestions.	11	7%	55	34.80%	92	58.20%	**158**	**100%**
Nothing is more important than accomplishing a goal or task.	13	8.20%	44	27.80%	101	63.90%	**158**	**100%**

I closely monitor the schedule to ensure a task or project will be completed in time.	05	3.20 %	39	24.70 %	114	72.20 %	**158**	**100 %**
I enjoy coaching people on new tasks and procedures.	07	4.40 %	60	38%	91	57.60 %	**158**	**100 %**
The more challenging a task is, the more I enjoy it.	15	9.50 %	52	32.90 %	91	57.60 %	**158**	**100 %**
I encourage my employees to be creative about their job.	10	6.30 %	48	30.40 %	100	63.30 %	**158**	**100 %**
When seeing a complex task through to completion, I ensure that every detail is accounted for.	10	6.30 %	54	34.20 %	94	59.50 %	**158**	**100 %**
I find it easy to carry out several complicated tasks at the same time.	27	17.10 %	73	46.20 %	58	36.70 %	**158**	**100 %**

I enjoy reading articles, books, and journals about training, leadership, and psychology; and then putting what I have read into action.	31	19.60 %	70	44.30 %	57	36.10 %	**158**	**100 %**
When correcting mistakes, I do not worry about jeopardizing relationships.	26	16.50 %	83	52.50 %	49	31%	**158**	**100 %**
I manage my time very efficiently.	10	6.30 %	53	33.50 %	95	60.10 %	**158**	**100 %**
I enjoy explaining the intricacies and details of a complex task or project to my employees.	19	12%	61	38.60 %	78	49.40 %	**158**	**100 %**
Breaking large projects into small manageable tasks is second nature to me.	17	10.80 %	65	41.1%^	76	48.10 %	**158**	**100 %**
Nothing is more important than	09	5.70 %	59	37.30 %	90	57%	**158**	**100 %**

building a great team.							
I enjoy analyzing problems.	13	8.20 %	55	34.80 %	90	57%	**158**	**100 %**
I honour other people's boundaries.	10	6.30 %	48	30.40 %	100	63.30 %	**158**	**100 %**
Counselling my employees to improve their performance or behaviour is second nature to me.	15	9.50 %	59	37.30 %	84	53.20 %	**158**	**100 %**
I enjoy reading articles, books, and trade journals about my profession; and then implementing the new procedures I have learned.	21	13.30 %	60	38%	77	48.70 %	**158**	**100 %**

The above table shows the respondents' level of Leadership. From the above table, a cumulative Leadership score is obtained. The researcher has clubbed the items in the cumulative table that can be represented as below:

Table 3.1.1 Showing Cumulative responses on Leadership

N=158

	Frequency	Percent
Sometimes	39	24.7
Always	119	75.3
Total	**158**	**100.0**

Since none of the responses hint towards negation in Leadership, the 'Never' option has been deleted for easy understanding, The above table can be graphically represented as:

Graph 3.1.1 Showing Cumulative responses on Leadership.
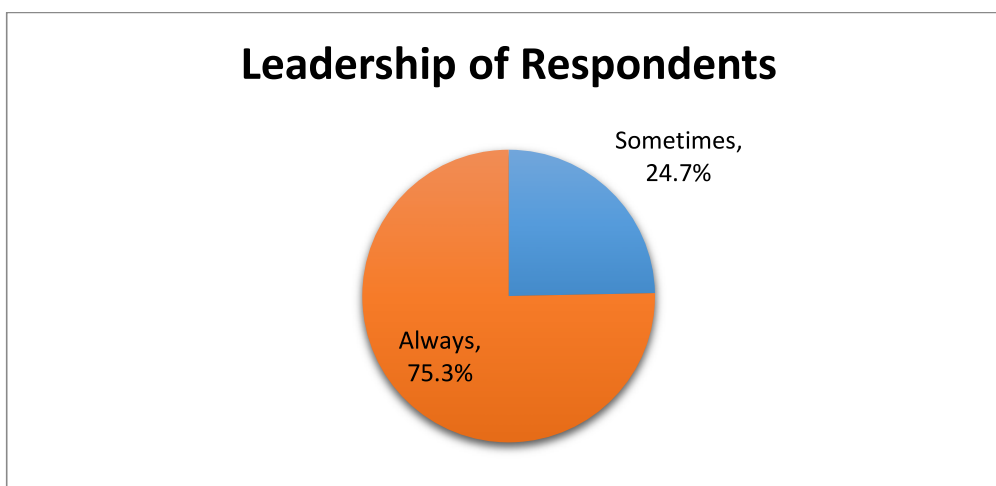
From the data, it can be said that most of the women accept that they closely monitor the tasks at hand.

Many respondents believe in understanding and respecting other peoples' boundaries and limitations thereby knowing how to delegate tasks to them. This also makes them efficient leaders as they understand and accept their team members as they are. A more androgynous cum transformational leadership style is visible among women entrepreneurs.

Respondents feel they need to be more connected with their staff and hence may overlook mistakes however, if the mistakes can lead to serious consequences, they do not hesitate in putting their personal relations apart from their professional ones.

SECTION IV

RESULTS ON WORK LIFE BALANCE OF RESPONDENTS

Work-Life Balance does not mean an equal balance. It means the capacity to schedule the hours of professional and personal life so as to lead a healthy and peaceful life. It is not a new concept. It emphasizes the values, attitudes and beliefs of women regarding their age to work in organizing and balancing their work and personal life. (Deshmukh & Deshmukh, 2016)

The respondents were asked to fill in their level of Work Ife Balance and their responses were further analyzed for correlation.

Table 4.1 Showing Work life Balance of Respondents

N=158

Items	Not True		Little True		Somewh at True		Fairly True		Definitel y True		NA		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
I do not find it difficul t to take leave at the time of social emerge ncies.	2 0	12 .7 %	1 0	6.30 %	3 8	24.1 0%	5 6	35.4 0%	3 4	21.5 0%	00	0. 00 %	15 8	100 %
I am able to particip ate in commu nity	0 9	5. 70 %	1 4	8.90 %	3 1	19.6 0%	6 2	39.2 0%	4 2	26.6 0%	00	0. 00 %	15 8	100 %

Statement													
activities and attend to religious commitments.													
I do not find enough time to spend with my family and friends.	50	31.60%	30	19%	35	22.20%	28	17.70%	15	9.50%	00	0.00%	158	100%
I comfortably fulfil the basic requirement of my family.	13	8.20%	07	4.40%	34	21.50%	32	20.30%	72	45.60%	00	0.00%	158	100%
I help my children in preparing for	09	5.70%	13	8.20%	14	8.90%	37	23.40%	47	29.70%	38	24.10%	158	100%

Statement													
their exams.													
I do not get time for my sick partner / child/parents.	69	43.70%	23	14.60%	33	20.90%	19	12%	14	8.90%	00	0.00%	158	100%
I get the opportunity to enjoy holidays with my family.	06	3.80%	14	8.90%	38	24.10%	43	27.20%	57	36.10%	00	0.00%	158	100%
I get time to invite my friends for a party at home.	18	11.40%	21	13.30%	34	21.50%	34	21.50%	51	32.30%	00	0.00%	158	100%
I comfortably fulfil the basic require	12	7.60%	07	4.40%	27	17.10%	42	26.60%	70	44.30%	00	0.00%	158	100%

ment of my family.													
I meet prescribed deadlines and schedules, without affecting my home life.	08	5.10%	12	7.6^	32	20.30%	49	31.10%	57	36.10%	00	0.00%	158	100%
I experience work pressure while doing a group task.	25	15.80%	25	15.80%	36	22.80%	43	27.20%	29	18.40%	00	0.00%	158	100%
I work for extra hours to get my work done.	12	7.60%	10	6.30%	38	24.10%	44	27.80%	54	34.20%	00	0.00%	158	100%
I often take additional	32	20.30%	20	12.70%	33	20.90%	31	19.60%	42	26.60%	00	0.00%	158	100%

work home.													
I feel pressure while working when given a deadline.	22	13.90%	21	13.30%	39	24.70%	43	27.20%	33	20.90%	00	0.00%	158	100%
I share the work with my colleagues whenever needed.	17	10.80%	21	13.30%	30	19%	46	29.10%	43	27.20%	01	6%	158	100%
I cannot manage more than one project at a time.	51	32.30%	27	17.10%	27	17.10%	27	17.10%	26	16.50%	00	0.00%	158	100%
I do not do overtime to comple	48	30.40%	22	13.90%	30	19%	31	19.60%	27	17.10%	00	0.00%	158	100%

te my work.														
I can adjust my working schedule to attend to my life priorities.	04	2.50%	19	12%	33	20.90%	47	29.70%	55	34.80%	00	0.00%	158	100%
I do exercises and take care of my health.	24	15.20%	21	13.30%	28	17.70%	41	25.90%	44	27.80%	00	0.00%	158	100%
I enjoy doing my job.	05	3.20%	08	5.10%	12	7.60%	30	19%	103	65.20%	00	0.00%	158	100%

The above table shows the respondents' level of Work life Balance. From the above table, a cumulative Work life Balance score is obtained. The researcher has clubbed the items in the cumulative table that can be represented as below:

**Table 4.1.1 Showing cumulative responses of Work life Balance of Respondents**

	Frequency	Percent
If it little true	01	0.6
If it is somewhat true	39	24.7
If it is fairly true	97	61.4
If it is definitely true	21	13.3
Total	**158**	**100.0**

The above table shows that out of the total respondents, i.e. 158, for a majority of respondents, 61.4% achieving work life balance is fairly true, for 24.7% respondents, achieving work life balance is somewhat true, for 13.3% respondents, achieving work life balance is definitely true whereas for only a small population of 0.6%, it is difficult to achieve work life balance.

This can be more descriptively represented through a graph, as below:

Graph 4.1.1 Showing cumulative responses of Work life Balance of Respondents
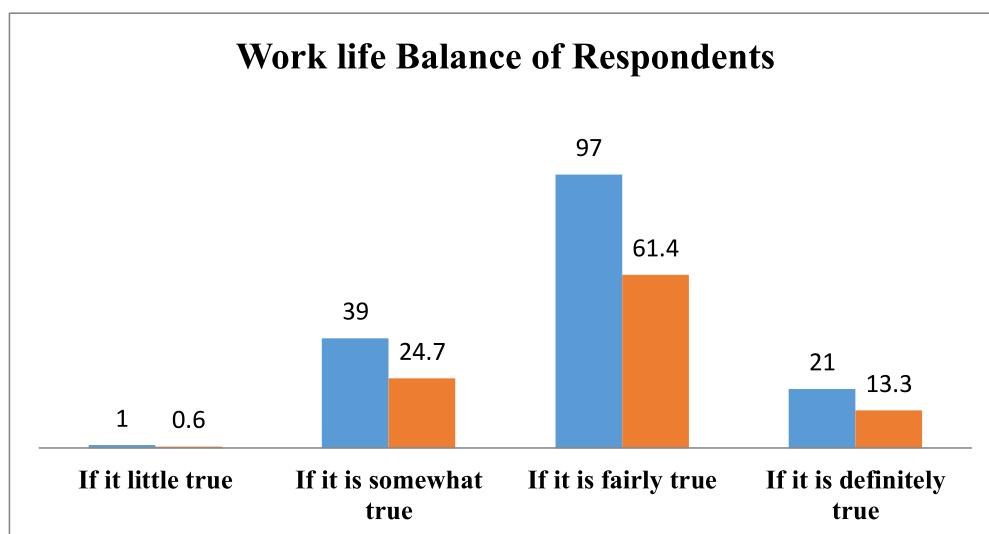
As far as Work-life Balance is concerned, the respondents felt that their personal lives were not affected by their work and they could easily balance it out.

Respondents expressed that they felt a deep sense of satisfaction by contributing to their family and the society at large by being in business and this feeling motivated them to push harder to achieve their goals.

SECTION V

DETAILS OF ASSOCIATION AND CORRELATION BETWEEN VARIABLES

Table 5.1 Showing Association between Age and Achievement Motivation

N=158

			Age of the Respondent				Total	Pearson Chi-Square Value	df	Sig.
			21-30 Yrs.	31-40 Yrs.	41-50 Yrs.	51 and Above				
Achievement Motivation	MD	Count	0	13	2	0	15	21.578[a]	6	**0.001**
		% within Age of the Respondent	0.00%	22.00%	5.90%	0.00%	9.50%			
	ASE	Count	29	32	19	10	90			
		% within Age of the Respondent	65.90%	54.20%	55.90%	47.60%	57.00%			
	MA	Count	15	14	13	11	53			
		% within Age of the Respondent	34.10%	23.70%	38.20%	52.40%	33.50%			
Total		Count	**44**	**59**	**34**	**21**	**158**			

95

| | | | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | | | | |

(The mean difference is significant at the 0.05 level.)

(MD = Mostly Disagree; ASE = Agree to Some Extent; MA = Mostly Agree)

The Above table represents the association between Age, an Independent Variable and Achievement Motivation, a Dependent Variable. The Chi-Square Value is 21.578[a] with significance level 0.001. It can therefore be interpreted that Achievement Motivation is highly significant with Age. This means as respondents age increases, their motivation to work on their business and flourish it, also increases.

Table 5.2 Showing Association between Education and Achievement Motivation

N=158

			Education					Total	Chi-Square Value	df	Sig.
			SSC	HSC	Graduation	PG	Other				
Achievement Motivation	MD	Count	0	6	5	4	0	15	13.630[a]	8	0.092
		% within Education	0.00%	31.60%	6.80%	7.70%	0.00%	9.50%			
	ASE	Count	4	8	44	29	5	90			
		% within Education	57.10%	42.10%	60.30%	55.80%	71.40%	57.00%			
		Count	3	5	24	19	2	53			

96

MA	%within Education	42.90%	26.30%	32.90%	36.50%	28.60%	33.50%
Total	Count	7	19	73	52	7	158
	%within Education	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

(The mean difference is significant at the 0.05 level.)

(MD = Mostly Disagree; ASE = Agree to Some Extent; MA = Mostly Agree)

The above table shows the association between Education, an Independent Variable and Achievement Motivation, a Dependent Variable of the current study. The table does not show any significant association between the Independent and Dependent Variables (p-value=0.092). This clearly emphasizes that Achievement Motivation does not significantly depend on Education.

Table 5.3 Showing Association between Experience and Achievement Motivation

N=158

			Experience				Total	Chi-Square Values	df	Sig.
			<=1 Yrs	2-5 Yrs.	6-10 Yrs.	>10 Yrs.				
Achievement Motivation	**MD**	Count	0	4	11	0	15	20.806[a]	6	**0.002**
		% within Experience	0.00%	6.60%	24.40%	0.0%	9.50%			
	ASE	Count	15	37	23	15	90			
		% within Experience	68.20%	60.70%	51.10%	50.00%	57.00%			
	MA	Count	7	20	11	15	53			

			<= Rs.1 0,00 0	Rs. 10,00 1- 20,00 0	Rs. 2100 1- 50,00 0	> Rs. 50,00 0	Not Regul ar	Total	
		% within Experience	31.8 0%	32.8 0%	24.4 0%	50. 00 %	33.5 0%		
Total		Count	22	61	45	30	158		
		% within Experien ce	100. 00%	100. 00%	100. 00%	100 .00 %	100. 00 %		

(The mean difference is significant at the 0.05 level.)

(MD = Mostly Disagree; ASE = Agree to Some Extent; MA = Mostly Agree)

The above table attempts to show a association between Experience, an Independent Variable and Achievement Motivation, a Dependent Variable. The Chi-Square Value for association is 20.806[a] and the Significant p-Value is 0.002.

Since the mean difference is considered significant at 0.05 level and the significance value for this correlation is much less, the above variables are found to be highly associated with each other.

Hence, Achievement Motivation is highly correlated with Experience, which signifies that women entrepreneurs tend to gain more Achievement Motivation with increased experience in the field.

Table 5.4 Showing Association between Average Income (Per Month) and Achievement Motivation

N=158

			Average Income (Per Month)					Tota l	Chi- Squa re Value	df	Sig.
			<= Rs.1 0,00 0	Rs. 10,00 1- 20,00 0	Rs. 2100 1- 50,00 0	> Rs. 50,00 0	Not Regul ar				
		Count	1	0	3	3	8	15		10	

98

Achievement Motivation									Chi-Square	p-Value
	MD	% within Average Income (Per Month)	4.00%	0.00%	7.30%	8.80%	25.00%	9.50%		
Achievement Motivation	ASE	Count	19	17	20	18	16	90	20.699a	0.023
		% within Average Income (Per Month)	76.00%	65.40%	48.80%	52.90%	50.00%	57.00%		
	MA	Count	5	9	18	13	8	53		
		% within Average Income (Per Month)	20.00%	34.60%	43.90%	38.20%	25.00%	33.50%		
Total		**Count**	**25**	**26**	**41**	**34**	**32**	**158**		
		% within Average Income (Per Month)	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**		

(The mean difference is significant at the 0.05 level.)

(MD = Mostly Disagree; ASE = Agree to Some Extent; MA = Mostly Agree)

The above table attempts to show an association between Average Income (Per Month), an Independent Variable and Achievement Motivation, a Dependent Variable. The Chi-Square Value for association is 20.699a and the significant p-Value is 0.023.

Since the mean difference is considered significant at 0.05 level and the significance value for this correlation is much less, the above variables are found to be highly correlated with each other.

It can be inferred from this data set that higher income develops greater achievement motivation among women entrepreneurs. Hence, from the available results, the hypothesis for this study - Higher the Income, Higher the Motivation to work, is accepted.

Table 5.5 Showing association between Age and Leadership

N=158

			Age of the Respondent				Chi-Square Value	df	Sig.
			21-30 Yrs.	31-40 Yrs.	41-50 Yrs.	51 and Above	Total			
Leadership	Sometimes	Count	8	17	9	5	39	1.609[a]	3	0.657
		% within Age	18.20%	28.80%	26.50%	23.80%	24.70%			
	Always	Count	36	42	25	16	119			
		% within Age	81.80%	71.20%	73.50%	76.20%	75.30%			
Total		Count	44	59	34	21	158			
		% within Age	100.00%	100.00%	100.00%	100.00%	100.00%			

(The mean difference is significant at the 0.05 level.)

The above table shows association between Age, and Independent Variable and Leadership, a Dependent Variable. The Chi-Square Value is 1.609[a]   and

significant p-Value is 0.657. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.657, the variables are not significantly correlated with each other.

Hence, Age is not associated with Leadership.

Table 5.6 Showing association between Education and Achievement Motivation

N=158

			Education					Total	Chi-Square Value	df	Sig.
			SSC	HSC	Graduation	PG	Other				
Leadership	Sometimes	Count	3	4	21	8	3	39	5.695ᵃ	4	0.223
		% within Education	42.90%	21.10%	28.80%	15.40%	42.90%	24.70%			
	Always	Count	4	15	52	44	4	119			
		% within Education	57.10%	78.90%	71.20%	84.60%	57.10%	75.30%			
Total		Count	7	19	73	52	7	158			
		% within Education	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			

(The mean difference is significant at the 0.05 level.)

The above table shows the association between Education, and Independent Variable and Leadership, a Dependent Variable. The Chi-square Value is 5.695ᵃ and the significance is 0.223. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.223, the variables are not significantly correlated with each other.

Hence, Education is not associated with Leadership

Table 5.7 Showing association between Experience and Leadership

N=158

			Experience				Total	Chi-Square Value	df	Sig.
			<=1 Yrs	2-5 Yrs.	6-10 Yrs	>10 Yrs				
Leadership	Sometimes	Count	5	12	18	4	39			
		% within Experience	22.70%	19.70%	40.00%	13.30%	24.70%			
	Always	Count	17	49	27	26	119	8.627[a]	3	0.035
		% within Experience	77.30%	80.30%	60.00%	86.70%	75.30%			
Total		Count	22	61	45	30	158			
		% within Experience	100.00%	100.00%	100.00%	100.00%	100.00%			

(The mean difference is significant at the 0.05 level.)

The above table shows association between Experience, an Independent Variable and Leadership, a Dependent Variable. The Chi-Square Value is 8.627[a] and Significant p-Value is 0.035. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.035, the variables are highly significant and correlated with each other.

From the obtained data for the current study, The hypothesis (H_2) that - With increased Experience, Women Entrepreneurs develop their own Leadership is accepted within the purview of this study.

Table 5.8 Showing association between Income and Leadership

N=158

			Average Income (Per Month)					Total	Chi-Square Value	df	Sig.
			<= Rs. 10,000	Rs. 10,001-20,000	Rs. 21001-50,000	> Rs. 50,000	Not Regular				
Leadership	Sometimes	Count	8	12	7	5	7	39			
		% within Average Income (Per Month)	32.00%	46.20%	17.10%	14.70%	21.88%	24.70%			
	Always	Count	17	14	34	29	25	119	10.950ᵃ	5	0.052
		% within Average Income (Per Month)	68.00%	53.80%	82.90%	85.30%	78.13%	75.30%			
Total		Count	25	26	41	34	32	158			
		% within Average Income (Per Month)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			

(The mean difference is significant at the 0.05 level.)

The above table shows association between Average Income (Per Month), an Independent Variable and Leadership, a Dependent Variable. The Chi-Square Value is 10.950ᵃ and Significant p-Value is 0.052. Since the mean difference is

significantly accepted at 0.05 level and the obtained score is 0.052, the variables are partially significant and correlated with each other.

It can be inferred from the obtained data that with an increase in the Income, the leadership is also enhanced. Hence, Income and Leadership are partially significant with each other.

Table 5.9 Showing association between Age and Work life Balance

<div align="right">

N=158

</div>

			Age of the Respondent				Total	Value	d f	Sig.
			21-30 Yrs.	31-40 Yrs.	41-50 Yrs.	51 and Above				
Work Life Balance	if it little true	Count	0	0	1	0	1	13.367[a]	9	0.147
		% within Age of the Respondent	0.00%	0.00%	2.90%	0.00%	0.60%			
	if it is some what true	Count	16	15	7	1	39			
		% within Age of the Respondent	36.40%	25.40%	20.60%	4.80%	24.70%			
	if it is fairly true	Count	22	38	22	15	97			
		% within Age of the Respondent	50.00%	64.40%	64.70%	71.40%	61.40%			
	if it is definitely true	Count	6	6	4	5	21			
		% within Age of the Respondent	13.60%	10.20%	11.80%	23.80%	13.30%			
Total		**Count**	**44**	**59**	**34**	**21**	**158**			
		% within Age of the Respondent	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**			

(The mean difference is significant at the 0.05 level.)

The above table shows association between Age, an Independent Variable and Work life Balance, a Dependent Variable. The Chi-Square Value is 13.367[a] and Significant p-Value is 0.147. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.147, the variables are not significantly correlated with each other.

It can be inferred from the obtained data that Work life balance of Women Entrepreneurs has no association with their Age. Hence, Age and Work Life Balance are not significant with each other.

Table 5.10 Showing association between Education and Work life Balance

N=158

			Education					Total	Chi-Square Value	df	Sig.
			SSC	HSC	Graduation	PG	Other				
Work Life Balance	if it little true	Count	0	0	1	0	0	1	10.316[a]	12	0.588
		% within Education	0.00%	0.00%	1.40%	0.00%	0.00%	0.60%			
	if it is some what true	Count	4	4	19	9	3	39			
		% within Education	57.10%	21.10%	26.00%	17.30%	42.90%	24.70%			
	if it is fairly true	Count	3	13	41	36	4	97			
		% within Education	42.90%	68.40%	56.20%	69.20%	57.10%	61.40%			
	if it is definitely true	Count	0	2	12	7	0	21			
		% within Education	0.00%	10.50%	16.40%	13.50%	0.00%	13.30%			

			7	19	73	52	7	158			
Total	Count										
	% within Education	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			

(The mean difference is significant at the 0.05 level.)

The above table shows association between Education, an Independent Variable and Work life Balance, a Dependent Variable. The Chi-Square Value is 10.316[a] and Significant p-Value is 0.558. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.558, the variables are not significantly associated with each other.

It can be inferred from the obtained data that Work life balance of Women Entrepreneurs has no association with their Education. Hence, Education and Work Life Balance are not significantly associated with each other.

Table 5.11 Showing association between Experience and Work life Balance

N=158

			Experience				Total	Chi-Square Value	df	Sig.
			<=1 Yrs	2-5 Yrs.	6-10 Yrs.	>10 Yrs.				
Work Life Balance	**if it little true**	Count	0	1	0	0	1	15.587[a]	9	0.076
		% within Experience	0.00%	1.60%	0.00%	0.00%	0.60%			
	if it is some what true	Count	9	14	15	1	39			
		% within Experience	40.90%	23.00%	33.30%	3.30%	24.70%			
		Count	10	37	27	23	97			

if it is fairly true	% within Experience	45.50%	60.70%	60.00%	76.70%	61.40%	
if it is definitely true	Count	3	9	3	6	21	
	% within Experience	13.60%	14.80%	6.70%	20.00%	13.30%	
Total	**Count**	**22**	**61**	**45**	**30**	**158**	
	% within Experience	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	

(The mean difference is significant at the 0.05 level.)

The above table shows association between Experience, an Independent Variable and Work life Balance, a Dependent Variable. The Chi-Square Value is 15.587[a] and Significant p-Value is 0.076. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.076, the variables are not significantly associated with each other.

It can be interpreted from the obtained data that Work life balance of Women Entrepreneurs has no association with their Experience in the field. Hence, Experience and Work Life Balance are not significantly associated with each other.

Table 5.12 Showing association between Income and Work Life Balance

N=158

			Average Income (Per Month)					Total	Chi-Square Value	df	Sig.
			<=Rs. 10,000	Rs.10,001-20,000	Rs.21001-50,000	> Rs. 50,000	Not Regular				
Work Life Balance	if it little true	Count	0	0	0	0	1	1	114.149[a]	15	0.00
		% within Avg. Income (Per Month)	0.00%	0.00%	0.00%	0.00%	3.13%	0.60%			
	if it is somewhat true	Count	15	8	2	4	10	39			
		% within Avg. Income (Per Month)	60.00%	30.80%	4.90%	11.80%	31.25%	24.70%			
	if it is fairly true	Count	9	16	32	21	19	97			
		% within Avg. Income (Per Month)	36.00%	61.50%	78.00%	61.80%	59.38%	61.40%			
	if it is definitely true	Count	1	2	7	9	2	21			
		% within Avg. Income (Per	4.00%	7.70%	17.10%	26.50%	6.25%	13.30%			

		Count	25	26	41	34	32	158			
Month)												
Total	% within Avg. Income (Per Month)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			

(The mean difference is significant at the 0.05 level.)

The above table shows association between Average Income (Per Month), an Independent Variable and Work life Balance, a Dependent Variable. The Chi-Square Value is 114.149[a] and Significant p-Value is 0.000. Since the mean difference is significantly accepted at 0.05 level and the obtained score is 0.000, the variables are highly significant and associated with each other.

It can be inferred from the obtained data that Work life balance of Women Entrepreneurs has significant correlation with their Income.

From the obtained data for the current study, the hypothesis formulated that - Work life Balance is absent among Women Entrepreneurs (H_3), is not accepted. This concludes that despite other factors not letting respondents achieve a balance between their work life and their family life, higher income helps them to do so.

Hence, Income and Work Life Balance are significantly associated with each other.

On the basis of the data collected and statistically treated statistical, a collective result on the overall association between Achievement Motivation, Leadership and Work life Balance of Respondents was prepared.

A tabular representation of the same is as below:

Table 5.13 Showing Association between Independent and Dependent Variables.

<div align="right">

N=158
</div>

		Achievement Motivation	Leadership	Work Life Balance	Age of the Respondent	Education	Experience	Average Income (Per
Achievement Motivation	Pearson Correlation	01	.456**	.367**	.095	.055	.001	.003
	Sig. (2-tailed)		**.000**	**.000**	.235	.493	.994	.974
	N	158	158	158	158	158	158	126
Leadership	Pearson Correlation	.456**	01	.422**	.011	.077	.062	.301**
	Sig. (2-tailed)	**.000**		**.000**	.890	.334	.441	**.001**
	N	158	158	158	158	158	158	126
Work Life Balance	Pearson Correlation	.367**	.422**	01	.197*	.028	.168*	.376**

	Sig. (2-tailed)	.000	.000		.013	.723	.035	.000
	N	158	158	158	158	158	158	126

(The mean difference is significant at the 0.05 level.)

The above table shows association between the independent and dependent variables. It can be seen that Achievement Motivation is highly significant and associated with Leadership and Work life Balance whereas, it is not significant with any of the Independent Variables.

Leadership is highly significant and associated with the dependent variable of Work life balance and the Independent variable of Average Income (Per Month). It can be interpreted that respondents who have higher income have better leadership skills. However, there is no significance between leadership and experience. Hence, the hypothesis that with greater experience, the respondents develop better leadership skills is rejected. This gives scope to study the leadership patterns of respondents and what factors foster leadership among women entrepreneurs.

Work life Balance is highly significant with Age of the respondents, Experience of running own enterprise and Average Income (per month). This finding emphasizes on the fact that with increased age, respondents try to find their own ways to achieve work life balance. Hence the hypothesis, Work life Balance is absent in Women Entrepreneurs (H3) cannot be out rightly rejected as during their initial day of start-up, respondents do find it difficult to achieve work life balance, hence it is absent, however, gradually, respondents learn to strike a balance between their work life and their family life.

Work life Balance is also greatly significant with Experience of running own enterprise. With increased experience of running own enterprises, respondents find out ways how they can balance their work life and their personal life.

Work life balance is also highly significant with Average Monthly Income. This shows that as respondents start earning more, they are able to exhibit better leadership in terms of delegating and managing their work in such a manner that they can achieve better work life balance.

SECTION VI

REPRESENTATION OF f-TEST (ANOVA) TABLES

On the basis of the exposed data to the statistical tests, a collective result on the overall correlation between Achievement Motivation, Leadership and Work life Balance of Respondents along with each Independent variable was prepared. A tabular representation of the same is given below.

Table 6.1 Showing correlation between Age and Achievement Motivation, Leadership and Work life balance

N=158

		N	Mean	Std. Deviation	df	F	Sig
Achievement Motivation	21-30 Yrs.	44	63.48	7.914	3	**4.566**	**.004**
	31-40 Yrs.	59	58.08	12.381			
	41-50 Yrs.	34	63.21	9.422			
	51 and Above	21	66.05	7.221			
	Total	**158**	61.75	10.387			
Leadership	21-30 Yrs.	44	62.34	9.175	3	**0.409**	**.747**
	31-40 Yrs.	59	60.44	13.491			
	41-50 Yrs.	34	60.68	14.968			
	51 and Above	21	63.52	14.562			
	Total	**158**	61.43	12.873			
	21-30 Yrs.	44	46.75	10.486	3	**2.691**	**.048**

112

	31-40 Yrs.	59	48.07	9.557
Work Life Balance	41-50 Yrs.	34	48.62	11.404
	51 and Above	21	54.19	8.334
	Total	**158**	48.63	10.261

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores by Age groups of the respondents Achievement Motivation and work life Balance are significant (p-values=.004 and 0.048) where as it is not significant for the Leadership.

Therefore, it can be interpreted that there is greater significance between Age and Achievement Motivation and between Age and Work life Balance. But no significance is seen between Age and Leadership. This brings us to an understanding that both Achievement Motivation and Work life Balance increase with age.

Here, the hypothesis that Work life Balance is absent among women entrepreneurs is accepted in the sense that at an earlier age women entrepreneurs find it difficult to manage their work life and family life, but with age, they are able to strike balance between their work life and family life.

Since there is an evident correlation between Age and Achievement Motivation and Age and Work life Balance, Post Hoc test was carried out to find the details of correlation. The data exposed to Post Hoc test shows the following result:

Table 6.1.1 Showing Multiple Comparisons of Age and Achievement Motivation

Scheffe				
Dependent Variable	**(I) Age of the Respondent**	**(J) Age of the Respondent**	**Std. Error**	**Sig.**
Achievement Motivation	31-40 Yrs.	21-30 Yrs.	2.002	.068
		41-50 Yrs.	2.164	.138
		51 and Above	2.554	.024

From the above table, it can be interpreted that there is greater significance of Achievement Motivation within the age group of 31-40 years (p-value=0.024) in multiple comparison with respondents of 51 years and above.

Table 6.2 Showing correlation between Educational Qualification and Achievement Motivation, Leadership and Work life Balance

N=158

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	Secondary	7	66.29	6.525	4	**1.809**	**0.130**
	Higher Secondary	19	56.26	14.247			
	Graduation	73	62.19	9.683			
	Post-Graduation	52	62.56	10.065			
	Other	7	61.43	7.613			
	Total	158	61.75	10.387			
Leadership	Secondary	7	57.43	13.049	4	**1.464**	**0.216**
	Higher Secondary	19	61.79	11.048			
	Graduation	73	60.01	13.129			
	Post-Graduation	52	64.54	12.642			
	Other	7	56.14	14.588			
	Total	158	61.43	12.873			
Work Life Balance	Secondary	7	43.14	11.006	4	**0.893**	**0.469**
	Higher Secondary	19	48.95	9.210			

		N	Mean	Std. Deviation	df	F	Sig.
	Graduation	73	49.08	11.039			
	Post-Graduation	52	49.21	9.392			
	Other	7	44.29	10.226			
	Total	158	48.63	10.261			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores by Educational Qualifications of respondents Achievement Motivation, Leadership and Work life Balance, no significant difference is found (p-values=0.130, p-value=0.216 and p-value=0.469 respectively) Therefore, it can be interpreted that there is no significance between Educational Qualification and Achievement Motivation, Leadership and Work life Balance of the respondents.

Table 6.3 Showing correlation between Marital Status and Achievement Motivation, Leadership and Work life Balance

N=158

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	Unmarried	28	65.43	7.686	2	**2.938**	**0.056**
	Married	122	60.67	10.716			
	Separated/Widow	8	65.25	10.899			
	Total	**158**	**61.75**	10.387			
Leadership	Unmarried	28	61.57	10.031	2	**0.514**	**0.599**
	Married	122	61.11	13.256			
	Separated/Widow	8	65.88	16.331			

		N	Mean	Std. Deviation	df	F	Sig.
	Total	158	61.43	12.873			
Work Life Balance	Unmarried	28	47.89	12.020	2	**0.306**	**0.737**
	Married	122	48.64	9.652			
	Separated/Widow	8	51.13	13.590			
	Total	158	48.63	10.261			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores by Marital Status of the respondents Achievement Motivation is partially significant (p-value=.056) where as it is not significant for Leadership (p-value=0.599) and Work life Balance (p-value=0.737).

Therefore, it can be interpreted that there is little significance between Marital Status and Achievement Motivation but no significant difference due to respondents' marital status in Leadership and Work life Balance.

Table 6.4 Showing correlation between Number of Years of Experience and Achievement Motivation, Leadership and Work life Balance

N=158

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	<=1 Yrs.	7	64.00	5.657	3	**1.228**	**0.301**
	2-5 Yrs.	49	63.00	9.760			
	6-10 Yrs.	39	59.10	11.159			
	>10 Yrs.	63	62.16	10.662			
	Total	158	61.75	10.387			
Leadership	<=1 Yrs.	7	62.29	7.111	3	**0.578**	**0.630**

		N	Mean	Std. Deviation	df	F	Sig.
	2-5 Yrs.	49	60.55	10.275			
	6-10 Yrs.	39	59.87	12.620			
	>10 Yrs.	63	62.98	15.189			
	Total	158	61.43	12.873			
Work Life Balance	<=1 Yrs.	7	48.71	13.647			
	2-5 Yrs.	49	47.39	10.679			
	6-10 Yrs.	39	48.08	10.484	3	0.613	0.607
	>10 Yrs.	63	49.94	9.476			
	Total	158	48.63	10.261			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores on Number of Years of Experience and Achievement Motivation, Leadership and Work life Balance, no significant difference is observed (p-values=0.301, 0.630 and 0.607). Therefore, it can be interpreted that there is no greater significance between Number of Years of Experience and Achievement Motivation, Leadership and Work life Balance of the respondents.

Table 6.5 Showing correlation between Experience of running own enterprise and Achievement Motivation, Leadership and Work life Balance

N=158

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	<=1 Yrs.	22	63.23	7.709			
	2-5 Yrs.	61	62.75	9.025	3	5.892	.001
	6-10 Yrs.	45	56.82	12.826			

		N	Mean	SD	df	F	Sig.
	>10 Yrs.	30	66.00	7.926			
	Total	**158**	61.75	10.387			
Leadership	<=1 Yrs.	22	60.09	8.933			
	2-5 Yrs.	61	63.11	9.759			
	6-10 Yrs.	45	56.18	15.464	3	5.075	**.002**
	>10 Yrs.	30	66.87	14.098			
	Total	**158**	61.43	12.873			
Work Life Balance	<=1 Yrs.	22	46.50	10.949			
	2-5 Yrs.	61	48.46	10.048			
	6-10 Yrs.	45	46.49	10.494	3	3.657	**.014**
	>10 Yrs.	30	53.77	8.328			
	Total	**158**	48.63	10.261			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores on Number of Years of Experience of running own enterprise with Achievement Motivation, Leadership and Work life Balance, greater significant difference is observed (p-values=0.001, 0.002 and 0.014).

Therefore, it can be interpreted that there is greater significance between Number of Years of Experience of running own enterprise and Achievement Motivation, Leadership and Work life Balance. It can be interpreted that respondents have exhibited greater skills of leadership in running their own enterprise; they have also managed to balance their work life and family life and also maintained greater work life balance.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test, which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.5.1 Showing Multiple Comparisons for Experience and Achievement Motivation, Leadership and Work life Balance

Scheffe					
Dependent Variable	**(I) Experience**	**(J) Experience**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**
Achievement Motivation	6-10 Yrs.	2-5 Yrs.	-5.932*	1.952	**0.029**
		>10 Yrs.	-9.178*	2.341	**0.002**
Leadership	6-10 Yrs.	2-5 Yrs.	-6.937*	2.437	**0.048**
		>10 Yrs.	-10.689*	2.923	**0.005**
Work Life Balance	6-10 Yrs.	>10 Yrs.	-7.278*	2.359	**0.026**

(The mean difference is significant at the 0.05 level.)

It can be seen from the above table that by applying Post-Hoc Studies using the Scheffe's method it is found that Achievement Motivation is highly significant with respondents having 6-10 years of experience with respondents having 2-5 years of experience (p-value=0.029) as well as those having more than 10 years of experience (p-value=0.002).

Similarly, Leadership is highly significant with respondents having 6-10 years of experience with respondents having 2-5 years of experience (p-value=0.048) as well as those having more than 10 years of experience (p-value=0.005).

And Work life Balance is highly significant with respondents having 6-10 years of experience with respondents having more than 10 years of experience (p-value=0.026). Thereby signifying that with more number of years in their own business, women adapt to achieving more Work life Balance.

Table 6.6 Showing correlation between Average Monthly Income and Achievement Motivation, Leadership and Work life Balance

N=126

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	<= Rs. 10,000	25	61.8	7.427	3	0.413	**0.744**
	Rs.10,001-20,000	26	64.38	8.242			
	Rs. 21001-50,000	41	63.37	10.297			
	> Rs.50,000	34	62.24	10.552			
	Total	126	62.96	9.402			
Leadership	<= Rs. 10,000	25	55.48	9.426	3	4.218	**0.007**
	Rs.10,001-20,000	26	59.65	10.654			
	Rs. 21001-50,000	41	63.8	11.367			
	> Rs.50,000	34	65.59	14.496			
	Total	126	61.78	12.278			
Work Life Balance	<= Rs. 10,000	25	41.84	8.375	3	9.025	**0.000**

	Rs.10,001-20,000	26	46.35	10.457		
	Rs. 21001-50,000	41	52.9	8.111		
	> Rs.50,000	34	51.53	10.067		
	Total	126	48.98	10.08		

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores of Average Monthly Income on Achievement Motivation there is no greater significant difference (p-value = 0.744). On comparing scores of Average Monthly Income and Leadership, greater significant difference is observed (p-value = 0.007) whereas on comparison of average scores of Average Monthly Income and Work life Balance, greater significant difference (p-value = 0.000). Therefore, it can be interpreted that there is greater significance between Average Monthly Income of respondents and Leadership and Work life Balance. However, no significant difference is seen between Achievement Motivation and Average Monthly Income of respondents.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.6.1 Showing Multiple Comparisons for Average Income (Per Month) and Leadership and Work life Balance

Scheffe					
Dependent Variable	**(I) Average Income (Per Month)**	**(J) Average Income (Per Month)**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**
Leadership	<= Rs. 10,000	Rs. 21001-50,000	-8.325	3.002	**0.058***
		> Rs.50,000	-10.108*	3.117	**0.017***
Work Life Balance	<=Rs. 10,000	Rs. 21001-50,000	-11.062*	2.342	**0.000***
		> Rs. 50,000	-9.689*	2.432	**0.002***
	Rs. 10,001-20,000	Rs. 21001-50,000	-6.556	2.314	**0.05***
*The mean difference is significant at the 0.05 level.					

It can be seen from the above table that, by applying Post-Hoc Studies using the Scheffe's method, it is found that Leadership is highly significant with respondents having Average Income (Per Month) Rs <=10,000 with respondents having Average Income (Per Month) between Rs. 21,000 - 50,000 (p-value=0.058) as well as those having Average Income (Per Month) more than Rs. 50,000 (p-value=0.017).

Similarly, Work life Balance is highly significant with respondents having Average Income (Per Month) between Rs. 21,000 - 50,000 (p-value=0.000) and those having Average Income (Per Month) more than Rs. 50,000 (p-value=0.002). Also, significance is found between respondents having Average Income (Per Month) between Rs. 10,001 - 20,000 and Rs. 21,001 - Rs. 50,000 (p-value=0.005).

Here the N=126 as 32 respondents chose not to respond to this question.

Table 6.7 Showing correlation between Spouse's Occupation and Achievement Motivation, Leadership and Work life Balance

N=114

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	Job	28	56.68	13.679	2	3.35	**0.039**
	Business	43	63.05	8.516			
	Professional	43	61.67	9.601			
	Total	114	60.96	10.598			
Leadership	Job	28	57.68	13.787	2	2.066	**0.132**
	Business	43	62.67	13.114			
	Professional	43	63.7	11.403			
	Total	114	61.83	12.788			
Work Life Balance	Job	28	48.46	10.976	2	0.087	**0.917**
	Business	43	49.05	7.961			
	Professional	43	49.4	9.137			
	Total	114	49.04	9.138			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores of spouse's occupation and Achievement Motivation there is greater significant difference (p-value = 0.039). On comparison of average scores by Spouse's Occupation and Leadership, greater significant difference is observed for leadership (p-value = 0.132). However, no significant difference is seen for work life balance (p-value = 0.917) and Spouse's Occupation. Therefore, it can be interpreted that there is greater significance between Spouse's Occupation of respondents and Achievement Motivation and Leadership. However, no significant difference is seen between Work life Balance and Spouse's Occupation of respondents.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.7.1 Showing Multiple Comparisons of Husband's Occupation and Achievement Motivation

<div align="right">N=114</div>

Scheffe				
Dependent Variable	**(I) Husband's Occupation**	**(J) Husband's Occupation**	**Mean Difference (I-J)**	**Sig.**
Achievement Motivation	Job	Business	-6.368[*]	0.045
*. The mean difference is significant at the 0.05 level.				

It can be seen from the above table that by applying Post-Hoc Studies using the Scheffe's method it is found that Achievement Motivation is highly significant with respondents' husbands Occupation as Job with those respondents whose husbands are doing business (p-value=0.045).

Here. N=114 as 37 respondents are not married while 07 respondents chose not to answer the question.

Table 6.8 Showing correlation between Husband's Average Monthly Income and Achievement Motivation, Leadership and Work life Balance

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	<=Rs. 10,000	4	58.75	5.252	3	0.438	0.726
	Rs. 10,001-20,000	8	62.25	9.347			
	Rs.21001-50,000	31	63.58	8.168			
	> Rs.50,000	39	61.77	10.191			
	Total	82	62.35	9.132			
Leadership	<=Rs.10,000.	4	51.75	10.874	3	1.029	0.385
	Rs.10,001-20,000	8	59.88	8.593			
	Rs.21001-50,000	31	63.13	12.619			
	>Rs. 50,000	39	62.33	13.536			
	Total	82	61.88	12.722			
Work Life Balance	<=Rs. 10,000	4	40.5	3.416	3	4.213	0.008
	Rs.10,001-20,000	8	43.13	8.442			
	Rs.21001-50,000	31	51.45	8.278			
	>Rs. 50,000	39	51	8.288			
	Total	82	49.89	8.637			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores of spouse's average monthly income on Achievement Motivation there is no significant difference (p-value = 0.726). No significant difference is seen on comparing the average scores of Spouse's Average Monthly income and Leadership (p-value = 0.385). Greater significant difference is observed on comparing average scores for Work life Balance (p-value = 0.008) and Husband's Average Monthly Income. Therefore, it can be interpreted that there is greater significance between Husband's Average Monthly Income and Work life Balance. However, no significant difference is seen between Achievement Motivation and Leadership, and Husband's Average Monthly Income.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.8.1 Showing multiple comparisons between Husband's Income (Per Month) and Work life Balance

<div align="right">N=82</div>

Scheffe				
Dependent Variable	**(I) Husband's Income (Per Month)**	**(J) Husband's Income (Per Month)**	**Mean Difference (I-J)**	**Sig.**
Work Life Balance	Rs. 10,001-20,000	Rs. 21001-50,000	3.238	0.094
*The mean difference is significant at the 0.05 level.				

From the above table, it can be seen that there is there is partial significance within the variables of Husband's Income (Per Month) is Rs. 10,001 - 20,000 and between Rs. 21,001 - 50,000 (p-value=0.094) within the dependent variable of Work life Balance.

Here, N=82 as again, 37 respondents are not married while 39 other chose not to respond to this question.

Table 6.9 Showing correlation between Number of Family Members and Achievement Motivation, Leadership and Work life Balance

N=158

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	1-2 members	10	60.1	3.665	3	0.503	**0.681**
	3-5 members	129	61.93	10.94			
	>=6 members	17	60.47	8.959			
	NR	2	69	7.071			
	Total	158	61.75	10.387			
Leadership	1-2 members	10	49.7	12.91	3	3.621	**0.015**
	3-5 members	129	61.91	12.005			
	>=6 members	17	63.35	16.336			
	NR	2	72.5	9.192			
	Total	158	61.43	12.873			
Work Life Balance	1-2 members	10	41.6	9.559	3	1.759	**0.157**
	3-5 members	129	48.98	10.288			

>=6 members	17	50.12	9.937			
NR	2	49	5.657			
Total	158	48.63	10.261			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing the average scores of Number of Family Members and Achievement Motivation, there is no significant difference (p-value = 0.681). Greater significant difference is observed when the comparison of average scores is done for leadership (p-value = 0.015) and Number of Family Members. No significant difference is also seen when average scores are compared with work life balance (p-value = 0.157) and Number of Family Members. Therefore, it can be interpreted that there is greater significance between Number of Family Members and Leadership. However, no significant difference is seen between Achievement Motivation and Work life Balance and Number of Family Members.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.9.1 Showing multiple comparisons of No. of Family Members and Leadership

Scheffe				
Dependent Variable	**(I) No. of Family Members**	**(J) No. of Family Members**	**Mean Difference (I-J)**	**Sig.**
Leadership	1-2 members	3-5 members	-12.215*	0.036
The mean difference is significant at the 0.05 level.				

It can be seen from the above table that Leadership is highly significant between those respondents who have 1-2 family members with those who have 3-5 family members (p-value=0.036).

Table 6.10 Showing correlation between Husband's Educational Qualification and Achievement Motivation, Leadership and Work life Balance

N=115

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	<=12th Std.	16	61.63	10.158	2	3.966	**0.022**
	Graduation	54	63.35	9.688			
	Post Graduate/ Post Professional-MBA, CA, Doctor etc	45	57.31	11.992			
	Total	115	60.75	10.986			
Leadership	<=12th Std.	16	63.25	13.473	2	0.191	**0.827**
	Graduation	54	60.93	13.118			
	Post Graduate/ Post Professional-MBA, CA, Doctor etc	45	61.67	13.555			
	Total	115	61.54	13.244			
Work Life Balance	<=12th Std.	16	47.13	8.884	2	0.54	**0.584**
	Graduation	54	49.7	9.009			
	Post Graduate/ Post Professional-MBA, CA, Doctor etc	45	48.38	10.188			
	Total	115	48.83	9.435			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that on comparing the average scores of Husband's educational qualification and Achievement Motivation of respondents, there is

greater significant difference (p-value = 0.022). No significant difference is observed for leadership (p-value = 0.827) and work life balance (p-value = 0.584) when respondents average score is compared with Husband's Educational Qualification. Therefore, it can be interpreted that there is greater significance between Husband's Educational Qualification and Achievement Motivation of the respondents. However, no significant difference is seen between Leadership and Work life Balance of respondents and Husband's Educational Qualification.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.10.1 Showing multiple comparisons between Husband's Educational Qualifications and Achievement Motivation

<div align="right">N=115</div>

Scheffe				
Dependent Variable	(I) Husband's Education Qualification	(J) Husband's Education Qualification	Mean Difference (I-J)	Sig.
Achievement Motivation	Graduation	Post Graduate Professional-MBA, CA, Doctor etc	6.041*	0.023
*The mean difference is significant at the 0.05 level.				

It can be seen from the above table that Achievement Motivation is highly significant between the respondents whose husbands have an educational

qualification as Graduation and those that have pursued education as Post Graduation/ Professional (MBA, CA, Doctor, etc.) (p-value=0.023).

Here, N=115 as 37 respondents are not married while 06 respondents chose not to respond to this question.

Table 6.11 Showing correlation between Number of Children of respondents and Achievement Motivation, Leadership and Work life Balance

<div align="right">N=158</div>

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	0	14	60.14	9.281	6	1.704	0.124
	1	51	63	11.216			
	2	50	59.42	10.772			
	3	7	58.14	10.107			
	4	3	54.67	14.012			
	NR	5	65.4	6.504			
	NA	28	65.43	7.686			
	Total	158	61.75	10.387			
Leadership	0	14	62.86	13.761	6	0.393	0.883
	1	51	62.98	12.588			
	2	50	59.72	14.555			
	3	7	59.29	8.015			
	4	3	57.33	28.378			
	NR	5	63.4	5.899			
	NA	28	61.57	10.031			

	Total	158	61.43	12.873			
Work Life Balance	0	14	43.64	8.473	6	1.331	0.247
	1	51	50.94	10.51			
	2	50	48.94	8.959			
	3	7	44	8.563			
	4	3	45	15.875			
	NR	5	48.8	10.803			
	NA	28	47.89	12.02			
	Total	158	48.63	10.261			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores of Number of Children of respondents on Achievement Motivation, Leadership and Work life Balance, there is no significant difference (p-value = 0.124, 0.883 and 0.247).

Therefore, it can be interpreted that there is no significance between Number of children of respondents and Achievement Motivation and Work life Balance.

Table 6.12 showing correlation between Average Family Income (Per Month) and Achievement Motivation, Leadership and Work life Balance

N=103

		N	Mean	Std. Deviation	df	F	Sig.
Achievement Motivation	<=Rs.10,000	3	58.33	0.577	3	0.477	**0.699**
	Rs.10,001-20,000	5	66.6	14.17			
	Rs.21001-50,000	23	63.39	6.207			
	> Rs. 50,000	72	63.04	10.225			

134

	Total	103	63.16	9.5			
Leadership	<=Rs.10,000	3	43.33	4.041	3	3.5	**0.018**
	Rs.10,001-20,000	5	54.6	11.502			
	Rs.21001-50,000	23	60.7	11.384			
	> Rs. 50,000	72	63.32	12.163			
	Total	103	61.73	12.284			
Work Life Balance	<=Rs.10,000	3	31.33	3.055	3	5.846	**0.001**
	Rs.10,001-20,000	5	44.6	12.462			
	Rs.21001-50,000	23	48.65	11.511			
	> Rs. 50,000	72	51.93	8.294			
	Total	103	50.24	9.869			

(The mean difference is significant at the 0.05 level.)

From the table, it can be seen that by comparing average scores of Average Family income on Achievement Motivation, there is no significant difference (p-value = 0.699) of average scores by Average Family Income. Greater significant difference is observed on comparing respondents average scores on Average Family Income and leadership (p-value = 0.018) and Average Family Income. Greater significant difference is seen on comparing average scores of respondents on Average Family Income and work life balance (p-value = 0.001) and Average Family Income. Therefore, it can be interpreted that there is greater significance between Average Family Income and Work life Balance of the respondents. However, no significant difference is seen between Leadership and Achievement Motivation of respondents and Average Family Income.

To further analyze the correlation between the significance of variables, the data was exposed to Post-Hoc Test which used the Scheffe method to determine the comparisons and revealed the following results:

Table 6.12.1 Showing multiple comparisons between Income of Family (Per Month) and Leadership and Work life Balance

<div align="right">N=103</div>

Scheffe				
Dependent Variable	**(I) Income of Family (Per Month)**	**(J) Income of Family (Per Month)**	**Mean Difference (I-J)**	**Sig.**
Leadership	<=Rs. 10,000	> Rs. 50,000	-19.986	.048
Work Life Balance	<=10,000 Rs.	Rs. 21001-50,000	-17.319[*]	.030
		> Rs.50,000	-20.597[*]	.004
* The mean difference is significant at the 0.05 level.				

From the above table, it can be interpreted that respondents Leadership is significant between those respondents whose Average Family Income (Per Month) is Rs. 10,000 with those whose Average Family Income (Per Month) is Rs.50,000 (p-value=0.048). Work life balance is highly significant with those respondents whose Average Family Income (Per Month) is Rs. 10,000 or more with families whose Average Monthly income is Rs. 21,000-50,000 (p-value=0.30) and with those whose Income is Rs. 50,000 (p-value=0.004).

Here N=103 as 55 respondents were hesitant in disclosing their family income.

The above exposed data gives a very vivid picture of how the dependent variables are associated with the independent variables in the current study. Clarity in terms of the interrelatedness of variables is also got from the data set.

A strong conclusion which can be drawn from the quantitative data is that each entrepreneur has their own set of skills and struggles and it takes a great deal of courage to continue working despite any fruitful result visible. A lot of decisions taken while enterprising may not be immediately rewarding but they gradually enhance the capacity of the women to appreciate their own working style and their own actions.

Herein, the words of Caroline Fernandes, Co-founder, Vibha can be quoted wherein she talks about women entrepreneurs as, "To me, a woman who is financially independent is very powerful. She has the ability to say YES. She also has the ability and strength to say NO."

Based on the data obtained, the researcher has developed selected case studies, one from each zone explaining the differences in the approaches of respondents and also showing the different areas in which respondents choose to pursue entrepreneurship.

SECTION VI

Case Studies from Selected Respondents:

During the early months of 2018, the respondent was muddling with the data collection after making all possible efforts to contact the right kind of respondents, the researcher reached out to 158 respondents across the four cities of Ahmedabad, Rajkot Surat and Vadodara. The city-wise break up of respondents is as under:

S. No.	City	No. of Respondents
1.	Ahmedabad	50
2.	Rajkot	19
3.	Surat	50
4.	Vadodara	39
TOTAL		**158**

Each respondent had a unique experience to share and almost everyone had a journey full of struggles and setbacks. But what made them what they are today is their perseverance and patience and the undying will to never give up. The researcher has tried to incorporate few narratives from the respondents as part of the study to show how women work in different trades and enterprises. The researcher has taken care of the ethical aspects and considerations before producing the case studies. Owing to these ethical considerations, the names of the respondents have not been disclosed for the purpose of confidentiality. Thus, narratives have been framed to display the issues and challenges faced by the respondents. The researcher has also attempted at trying to correlate the observations and notes along with the Social Work Skills to identify how these skills have been used by the respondents, and to what extent. Despite the pool of data available, the researcher has limited to sharing one case study per zone to justify the collected data as well as to show variety in the approach of respondents within the same state.

Making the best out of waste

1. **Name of the Organization:** WastePro, Ahmedabad
2. **Year of Establishment:** 2011
3. **Objective:** Understand, Update, Upgrade and undertake all steps possible in biodegradable wat=ste treatment and management.
4. **Activities:** The WastePro team is a team of spirited individuals committed to change the way citizens view waste. To ensure their objectives are met, the team empower children and citizens to become change agents themselves. They also bring the Do It Yourself (DIY) concept in Waste Engagement. Moreover, by this, contribute significantly to Swachh Bharat Mission.
5. **Entrepreneurial Journey:** "I was fed up of the inaction of the municipal corporation & watching cows feeding on plastic waste in their search for food. That is when it first struck me to begin a movement to address this menace and turn into a social entrepreneur," says the respondent.

    The respondent founded her for-profit enterprise in the year 2011, after a career as an Employee for 9 years. During her employment tenure, she worked for credible organizations like ITC Ltd, Confederation of Indian Industry (CII), Autonomous University of Madrid, Spain, Mission Mangalam of the Commissionerate of Rural Development, Govt. of Gujarat and lastly the Gujarat Chamber of Commerce & Industry. The burning desire to turn an employer and start her company led the respondent to tread the uncharted path of a new venture creation specialising in Solid Waste Management. Rearing to venture a male-dominated and government-centric sector was not an easy decision for her as a woman entrepreneur. But, today as an official stakeholder, she has treated tonnes of waste and prevented waste.

    The business model of the respondent is that of treating waste in a decentralized manner, at the point of generation itself. As the project treats a unit's waste in their own premises, garden, food & paper waste is prevented from reaching landfill sites. The venture promotes decentralization of solid waste treatment and management. The enterprise deals with the sales of waste handling tools, vermicomposting tools, earthworms and bio culture.

6. **Beneficiaries**: The respondent has taken her ideas to generate revenues by selling Bioculture, Kitchen waste composting kits, selling earthworms & selling vermi-compost to bungalows, farmhouses, industries & organic farmers. Karnavati Dental School, Mayur Greens Farm House, Shri Uma Industries, Naroda and J K Lakshmi Cement Ltd., Kalol are few of the many beneficiaries.

7. **Issues and Challenges:** The respondent went home to home teaching residents to handle their waste. She has not only toiled to make Ahmedabad a greener city but she has also taught people to derive wealth from waste. She has enlightened many school going children on environment conservation and has transformed lives of many people.

   The biggest challenge that the respondent and her enterprise face today is shifting human consciousness. She believes that it is not the planet that needs saving, it is people. She believes if people start taking environment for granted, there will soon be a time when human race might just be wiped off from the face of the Earth.

8. **Correlation with Dependent Variables:** The respondent's future aspiration is to be known as one of the key social venture companies instrumental in laying the foundation for a Zero Waste Amdavad by 2030.
   The respondent works individually managing her finances and operations with quite a balance. She has a team of workers and labourers not co-workers. She finds it difficult to balance her work-life and personal life; hence, she chooses to live a life by integrating work and family thereby giving her a flexible social life.

9. **Social Work Skills Used (as perceived by the researcher**): The researcher observed the skills of information gathering and analysis in the respondent. The researcher also observed that the respondent was assertive and direct in her approach. She considers herself as a one-person army and prefers working solo. She is good at problem solving. She has good skills of delegating the work and is inspirational to people to become more environment-conscious.

10. **Learnings:** The respondent prefers to be called a Social entrepreneur. She decided to quit her well-paying job and invest all her savings as seed money for her venture. She believes that nature does not need human beings rather human beings need nature. She has won the best stall award at Vibrant Gujarat 2013.

She was a part of the stakeholder's meeting in drafting the new solid waste management rules 2013 of the Ahmedabad Municipal Corporation.

Create your own destiny!

1. **Name of the Organization:** Krish Consultancy, Rajkot

2. **Year of Establishment:** 2006

3. **Objective:** To be the Most Preferred Training and Placement Provider at India Level.

4. **Activities:** The enterprise began with two services - Job Placement (Recruitment and Staffing Solutions) and .HR & Training Implementation Services for Industries and Corporate Houses.

5. **Entrepreneurial Journey:** After Graduating, the respondent decided to start Placement Consultancy firm as she observed that people are willing to work but they do not get the chance or do not have required skills and appropriate information. So in 2006, the respondent started her own consultancy which has now grown to 25 associates across the state, 100 clients and a data base of 1 lac candidates. "Women are generally perceived as home makers with little to do with economy or commerce. However, this picture is changing. In Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises", says the respondent. She provides customized Human Resource Management and Training solutions through project based arrangements or complete outsourcing of the human resource function. She has vast experience to identify capability & skill of individual to develop their job career. She is also associated with various Management Institutes and Schools as a Resource Person and Consultant.

   She is passionate to provide best job and career counselling facilities to every job seeker of Saurashtra region through her company. She has served more than 100 Industries & corporate as a HR & Training Consultant. She is a youth icon for youngsters of Saurashtra region, especially the females.

6. **Beneficiaries:** The consultancy has grown over the years and it has been pivotal in providing jobs to over 1 lac candidates within the Saurashtra region. She has provided trainings in almost 100 industries and corporate houses. She has trained more than 10,000 Executives/supervisors in different industries & more than 50,000 students of Institutions.

7. **Issues and Challenges:** She feels that in the region where she belongs, the parents' goal is to educate the females to ensure they get the right match. This

142

mind set hinders many women who have entrepreneurial ideas. Thus, the region sees less contribution of women in entrepreneurial activities as compared to cities like Ahmedabad and Surat.

8. **Correlation with Dependent Variables:** The respondent has contributed in growth & development of SMEs in last 13 years as 5S Expert. She is self-motivated and found space for her venture because there was a need for such establishment in the market. She is a corporate trainer and leads others be example. She has a dedicated team of trainers and placement providers who work in cohesion to provide employment opportunities to the unemployed youth. Her enterprise follows the model of providing skill-based jobs. Since the enterprise has been long establishes, the respondent finds it very easy to strike balance between her work life and her family life. .

9. **Social Work Skills Used (as perceived by the researcher**): The researcher observed that the respondent possessed excellent skills of communication and presentation. She possesses right knowledge and owes to her team to keep her updated on the latest news and trends that help her in her training sessions. She is resourceful and has a well-knit network of professionals who push her to fame. She possesses great leadership skills and treats her workers as family. She is empathetic and assertive. She does not believe in jeopardising personal relations at the cost if professional negligence and hence takes utmost care in dealing with her employees. She possess good interpersonal skills and problem-solving skills. She maintains a calm and pleasant disposition.

10. **Learnings:** The respondent believes that life is all about creating yourself so one must design his or her own destiny. The researcher learned that it takes years of struggle to be able to create a space for oneself in the market. The researcher observed this undying spirit to succeed at all costs, in the respondent.

Inspiring people to live WAKEFULLY!

1. **Name of the Organization:** Happy Minds, Surat

2. **Year of Establishment: 2012**

3. **Objective:** The sole mission and objective of the company is to transform lives.

4. **Activities:** HappyMinds is a multi – faceted organization that is committed to bringing this change by empowering people coming from different walks of life. HappyMinds deals in following three verticals:

    ProMinds: These Training and Workshops aim at mentoring & training individuals & organizations to enable them to reach a higher level of thinking thereby giving a meaning to their existence.

    Leadership Academy: The Leadership Course will take you from existence to excellence! To create an impact and change the approach from traditional bookish learning to global age practical learning.

    Social Initiative – Jazbaa: This vertical is driven by the Jazbaa to make a difference to society in unique ways. Sessions on iLearn to iLead, Nurturing Young Trainers, Positivity Drive, etc. are the core fundamentals of this vertical.

5. **Entrepreneurial Journey:** The respondent pursued her Master's Degree in Business Administration from MIT, Pune. There she chose a module which, allowed her to work while studying and got herself placed in a Corporate training company. Her work profile was in the marketing sector but she stretched her working hours to learn as much as possible. She spent her break-times in seminars, where one of her senior used to deliver sessions on 'Life Skills'. She happily served tea and snacks to the participants just to be present there and simultaneously, learn. Even after, tiring working hours, she used to manage her time and make modules from what she learnt in the whole day. Since the beginning, she has followed the mantra – "Wake up, Dress up and Show up". And keeping the same mantra as her motivation, she soon started off as a trainer; however, small the number of audience, she had her mother and her best friend, as her constant. There were times, when people tried to pull her down. They mocked her as some 'modern-day-baba' and went on to call her a 'fanatic'. But she had a clear positive vision and a huge faith in her own work. She had built a strong inner system, relying on which she kept going on and did not let criticism disturb her pace. She then studied NLP (Neuro-Linguistic

Program) where the roots of her ideology were nurtured. She then invested herself completely in understanding the thought patterns of the human mind.

6. **Beneficiaries:** HappyMinds offers services like training, seminars and workshop sessions and events on positive parenting, entrepreneurial empowerment, confidence building, communication, homemakers' empowerment, corporate training, youth conferences, positive thinking sessions and many more. The beneficiaries range from the ages of 4+ to 60+ years.

7. **Issues and Challenges:** From going door to door to share her ideas, to giving free seminars and training, the respondent dedicated her initial entrepreneurial years in spreading awareness on mind power and building a strong base of trust and understanding among her growing audience. After almost, half-a-decade of persistent efforts and hard work, she brought the wave of change she always intended to. Now, when she announces her public seminars on either 'Positive Thinking', 'Happiness Therapy', 'Mindpower' or any other Life skill subjects. The respondent believes that even today, there is not much awareness on the importance of mental wellbeing. She believes a lot needs to be done and she needs to expand the horizons of her venture to different parts of the country and the world at large.

8. **Correlation with Dependent Variables:** The respondent at the age of 19, dreamt and planned out a certain kind of life for herself and did every possible thing to make it work. However, fate had other plans altogether, none of it worked out the way she wanted. Broken and shattered, she started once again. This time her mind was railing with the idea of understanding how it all works. She intended to know how the mind over matter changed the game. That is precisely the time when things started playing out in her favour. This shows the level of motivation of the respondent. She is highly motivated by her own success and aspires to do more to make the world a better place. From a trainer, she has now become an influencer.

The organisation has a flat model, having more than 25 volunteers associated with them. The respondent, who is the boss, chooses to be called Director and Chief Mentor while she prefers to call her staff members as Chief Energy Officers (CEOs). She takes fun seriously and ensures all employees are always happy and cheerful. She follows a leadership model that further empowers the staff and volunteers to stay committed to the cause of transformation.

At an early age of 24 years, the respondent was the youngest speaker on the panel across the country for her Social Contribution at the TEDx TALK platform.

BRITT India and iHeart Global Inspiration Women'17 have honoured her as one of the top 60 women entrepreneurs in India with innovative business ideas in 2016.

The respondent owes her success to her extremely supportive mother, her loving husband and both her families. Moreover, the positivity that her professional life gives her makes her personal life bloom too. Hence, she does not face any significant work-life balance issues.

9. **Social Work Skills Used (as perceived by the researcher**): The respondent is an extremely confident individual with a very clear understanding of herself and her work. She lives a purpose-driven life and chooses to transform people's lives through her efforts. From the perspective of social work skills, the researcher has observed that the respondent possess excellent skills of communication and presentation. She has great resource mobilization skills and very sound interpersonal as well as intrapersonal skills. She follows the POSDCORB model thoroughly and is an efficient manager. She possesses good problem solving skills. She is accepting of herself and the people around her and believes in holding a non-judgmental attitude towards others. She is an epitome of positivity, enthusiasm and energy.

10. **Learnings:** The researcher learnt about a new area of entrepreneurship, which dealt with infusing leadership among children as young as 4 years. On her visit to the enterprise, the researcher observed how intricately confidence boosting and leadership training is provided to the young minds. The researcher also observed how patiently and calmly the staff engaged with children in their fun activities. It was surprising to see that many parents are actually interested in the leadership camps for children and are willing to pay any amount just to enrol into the HappyMinds Academy.

Serving bowlful of happiness

1. **Name of the Organization:** Messy Bowl (earlier Maggewala), Vadodara

2. **Year of Establishment:** 2013

3. **Objective:** To pioneer in delivering hand-crafted food to people and savor their taste buds.

4. **Activities:** The USP is to create usual instant noodles with a twist and offer variety of flavours for all age groups. Their dishes are served at competitive and affordable prices. Core reason of our good standing in the market is our quality that has authentic flavours. It helps them become honest & trust-worthy brand among Maggi-lovers.

5. **Entrepreneurial Journey:** The respondent ventured into food industry without any prior experience. The respondent was working at the Vadodara Municipal Corporation making a sound living with a regular paycheque rolling in every month. Her life was near to perfect. She was also married to the person of her choice, which made her feel that her life was complete. However, life had a different take on her perceived happiness. She soon realised she was in to a troubled marriage and wanted to help her husband by running her venture. However, her husband belonged to a family conditioned to believe that a stable job is what one needs and abhorred the aspect of entrepreneurship. Moreover, the husband was not happy in letting his wife work while he had no income. However, the respondent stood against all odds to make sure her venture succeeded. Her family and friends immensely supported her and she truly believes that her legal separation from her life partner was like receiving a new life. She is an example of what a woman, who has only self-belief by her side, can do. With her vision to serve best in class quality food at affordable prices, she started a brand, that is today, loved by people of all age groups.

6. **Beneficiaries:** From one outlet in the heart of the cultural capital of Gujarat (Vadodara), it became one of the fastest growing chain in the fast-food industry. She has created a pool of happy customers in various parts of the country. Besides having their outlets in Vadodara, the venture has also expanded into cities of Rajkot, Surat, Hyderabad and Chennai.

7. **Issues and Challenges:** Founded in 2013 by a first generation entrepreneur with a belief in pioneering in delivering handcrafted food to people and savour

the taste buds. Core reason of their strong foothold in the market, despite selling varieties of only one product, is their quality that has authentic flavours. This strategy helps them become honest & trust-worthy brand among Maggi-lovers. "We do not have a fancy, elaborate menu but whatever we serve is cooked with all our heart", says the respondent.

They faced a big challenge when, in 2015, the Nestle Group landed under a legal scanner being accused of being unsafe and hazardous for consumption. As against the maximum limit of 2.50 parts per million (ppm), the amount of lead detected in the Maggi samples was perilously high at 17.2 ppm. The second offence was mentioning 'No added MSG' on the packaging, which is an act of mislabelling. On June 5, 2015, a nationwide ban was imposed on Maggi by FSSAI (Food Safety and Standards Authority of India). During this phase, the respondent had to go out of business for a while s there was a public outrage on serving a banned product. The respondent had to change the menu at her restaurant chain and had to wait until the matter cleared. That was a time when the respondent's outlet was named Maggewala. Once Nestle re-established itself back in the market, the respondent changed the name of her outlet from Maggewala to Messy Bowl. She continues to serve the same product with guaranteed safety. The product and the food chain gained such popularity that she was invited as a guest at the TV Show - Maggi Kitchen Journeys, hosted by the renowned Bollywood actress Smt. Renuka Shahane Rana (https://www.youtube.com/watch?v=JDIKH2Ffx6I).

8. **Correlation with Dependent Variables:** The respondent kept a very low profile and was happy with her life. After her marriage and shift to Ahmedabad, she came across many street vendors who were experimenting and serving Maggi noodles. On one such evening, when she was out with her friends sharing a bowl of Maggi, it occurred to her to leverage on this idea and open a chain in her hometown – Vadodara. Things seemed to be falling in place, until she found out that her husband did not have a job and she stepped forward to help with her venture. She was shocked to learn that the husband was not in favour of her working and restricted her movement. It was then that her mother stepped forward and helped her come out of a failed marriage. Leaving this behind, the respondent felt more confident in taking the leap and was motivated to devote more hours to her venture.

The respondent was supported immensely by her family and few friends who helped her choose the right location, staff, furniture, marketing, advertising, publicity and streamlining things for her. She believes in bringing people together and leads by example. She feels if one provides proper attention to the details, it can win many hearts. She does not believe in authority and treats her staff as family.

Since initially the venture required more involvement, the respondent had to spend days and nights at the restaurant ensuring that everything was in order. At that time, it was difficult to manage her work life and her family life. Gradually, when things started working out favourably, she was able to take time off for her personal commitments. Today, she has a well-balanced life at both personal and professional fronts.

9. **Social Work Skills Used (as perceived by the researcher**): The researcher observed that the respondent possessed great managerial skills. She had a vision and was able to persevere through all the troubles to make sure her vision turned to reality. She applies the POSDCORB model very efficiently. She displays excellent interpersonal and intrapersonal skills. She possesses sound leadership skills and good skills of resource mobilization. She thrives on her networking skills, which have led to the nationwide expansion of her outlets. She has great problem solving skills. She maintains a pleasant disposition and is always ready to continue to inspire young and potential entrepreneurs with her self-belief and positivity.

10. **Learnings:** The researcher learned that eureka moment could also occur during the times one least expects it. In case of the respondent, it occurred over a bowl of Maggi. Today, that has turned into a successful business venture. The researcher learned that entrepreneurial success does not come overnight and entrepreneurs have to persevere hard to ensure that their vision becomes a reality. The researcher also learnt that despite the difficulties, one needs to pursue and put their foot down to create great results.

Concurring from this data, the researcher provides findings and suggestions in the next chapter.