

PREFACE

We live in a society which is heavily conditioned with patriarchal school of thought. The gendered lens gives an absolutely sexist approach to everything that people do and/or say. People categorize every element to either be masculine or feminine; be it work, play or any other chore, it has been categorised into the gender category. This is the reason why working outside the house is considered masculine while working in the kitchen is considered feminine. In such categorizations, the essence of the word 'work' is lost. Work, per se, is beyond the categories of gender. Work is work, no matter who does it. But our conditioned thoughts have made us to categorise work in genders.

From triumphant home-makers to protectors of the nation, we find women in all spheres. Success stories of women who have made a difference to the society are widely published and publicised. These victorious achievements of women led to the undertaking of this study.

Women are considered to be vulnerable but this vulnerability is also their strength. It is often quoted that struggles make a person stronger. Same is the case when it comes to women. Women have always borne the brunt of the social dogma. Hence, they were seldom encouraged to take up anything that was not mainstream. But today, women have phenomenally excelled in all fields.

Female Entrepreneurship is a fascinating area of research wherein researchers are constantly trying to find the factors which make up an enterprising female - be it family-owned and inherited or start-up, women are proving to be good at managing it all. It therefore is interesting to know the factors which motivate women and enhance their leadership and also allows them to balance their personal life and work-life by giving both the aspects equal time and consideration.