

The struggles and triumphs of Indian women entrepreneurs on their path to achieving work-life harmony and career fulfillment

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Abstract: The idea that women are not cut out for business is outdated; in modern times, an increasing number of Indian women are venturing into the world of business due to the allure of its flexibility and the opportunity to exercise their creativity in this arena. However, the road is not as smooth as it could appear. The path to entrepreneurship can be fraught with difficulties for women, much like a rose that is surrounded by thorns. The purpose of this article is to examine the factors affecting the work-life balance of female entrepreneurs and to highlight some successful journeys of Indian female entrepreneurs amid these hurdles and challenges. A representative sample of one hundred fifty female entrepreneurs in the Indian state of Rajasthan was used. For this study, a questionnaire that was more structured and convenience sampling method was used. It was determined, in the end, that aspects such as financial assistance and family support affect their ability to maintain a healthy work-life balance, and job satisfaction is the result of this. This study is limited to only one state of India, but it needs to be conducted in a larger geographical area to help out and increase the interest in entrepreneurship among females and to ensure their sustainability in this field for a longer time.

1 Introduction

Establishing a healthy work-life balance is a major problem for entrepreneurs in any country; however, due to cultural expectations and gender norms in India, this challenge can be especially difficult for female entrepreneurs. Because it is generally expected of women in India to place a higher priority on their families than on their careers, it can be challenging for female entrepreneurs in India to juggle the demands of their businesses with the demands of their personal lives. In addition, compared to their male colleagues, female entrepreneurs may have a harder time gaining access to capital and possibilities for networking. Despite these obstacles, a significant number of female business owners in India have been successful in achieving a healthy balance between their professional and personal lives. Jaipur, in the Indian state of Rajasthan, was found to be home to 13.6% of India's total number of female entrepreneurs, according to a report published in 2019 by the Ministry of Statistics and Program Implementation, Government of India. The number of women who start their own businesses in Jaipur or any other city may fluctuate constantly depending on a number of factors, such as the economy, government laws, and cultural norms.

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Finding a way to manage work and personal life can be challenging for anyone running a business, but it may be especially challenging for women business owners in India. Female entrepreneurs can find ways to strike a balance between business and personal life by establishing reasonable expectations, forming a solid support network, delegating duties, making self-care a top priority, and being open to change.

Setting goals that can actually be achieved is important in both the professional and personal spheres. This will help them prioritize tasks and stay fresh for longer. Building a strong network of allies is essential for every successful entrepreneur, but this is especially true for women. Female entrepreneurs, who may face unique challenges not faced by their male counterparts, might benefit greatly from having a strong support system in place. Make a network of people you trust—family, friends, and other business owners—who can encourage you and provide you sound advice as you build your company.

Delegating tasks is important, as one cannot be a winner at all front at the same time. Do not be reluctant to delegate tasks to other people, whether it is through the hiring of an assistant or the outsourcing of specific business services. Delegating tasks can help you focus on more important things. This will enable you to concentrate on the most important areas of your company while also freeing up more of your time. Self-care should be a top priority, so be sure to schedule time in professional schedules for things such as exercising, meditating, or engaging in enjoyable hobbies. The ability to feel more energized and productive will improve if they take care of themselves. Ignoring personal care will lead to poor professional life. Embracing change with a broad smile is important for every entrepreneur and especially for females, as their life is very dynamic. One of the benefits of operating one's own business is the increased leeway that individuals have in determining how and when to complete tasks. Make the most of this flexibility by developing a routine that is conducive to both personal needs and those of their family. Making a routine is essential. Choosing a schedule that suits personal needs and commit to following it religiously. This enables female entrepreneurs to establish a sense of order in their day and contributes to their increased level of productivity. Establishing boundaries is another important task for an entrepreneur. It is necessary to establish limits and learn to say no to things that are not important or do not line with individual priorities. It is also important to learn to say no to those who try to push boundaries. This helps to focus on what is important, which in turn lessens the amount of stress. Taking regular breaks is also essential to restore energy. This not only keeps them alert and focused but also increases the overall amount of work they get done. Using the power of technology makes the entrepreneurial journey somewhat comfortable. Leverage the power of technology to automate operations that are repetitive and to optimize the workflow. This enables them to save time and gives them the ability to concentrate on more significant responsibilities.

2 Literature Review

De Clercq and Brieger [1] examine how job autonomy resources, discrimination, and work-life balance affect women entrepreneurs. Women entrepreneurs confront discrimination and work-life balance issues. The study examines how job autonomy can help women entrepreneurs overcome discrimination and achieve work-life balance. A total of 343 women entrepreneurs from diverse industries were studied. The study provides numerous key insights. First, prejudice makes work-life balance harder for women entrepreneurs. Gender bias and unequal treatment hinder their professional and personal lives.

Agarwal and Lenka [2] suggest more research on women entrepreneurs' work-life balance issues, especially in emerging nations such as India. They propose researching the role of

technology and social media in work-life balance, how it affects business performance, cultural factors, and organizational policies and support mechanisms.

Mathew and Panchanatham [3] examine the work-life balance of South Indian women entrepreneurs. The study seeks to understand how women entrepreneurs handle their many roles and work-life balance. Thirty South Indian women entrepreneurs were interviewed in-depth for the study. The interviews explored work-life balance perceptions, experiences, and coping techniques. Women entrepreneurs struggled to balance work and family, including long hours, heavy workloads, and family conflicts. Due to a juggling job and family, they felt guilty and stressed. Additionally, women entrepreneurs' work-life balancing techniques are examined. These tactics included time management, defining work-life boundaries, requesting help from family and coworkers, prioritizing tasks, and self-care.

Second, workplace autonomy resources mitigate the harmful effects of discrimination on work-life balance, according to the study. Job autonomy resources refer to workers' control and decision-making power. Despite prejudice, women entrepreneurs with job autonomy have greater work-life balance. Job autonomy resources and their interaction with discrimination help explain work-life balance among women entrepreneurs. The findings show that autonomy helps women entrepreneurs overcome hurdles and achieve work-life balance.

In the research that Rani [4] conducted on potential female business owners, she discovered that the primary driving force behind starting a business activity among the sample respondents was the aspiration to take control of one's own destiny and do something on one's own. The women who were included in her sample emphasized that they are able to make decisions on their own and stated that the idea of venturing into business-related fields was their own initiative and was not swayed by the opinions of others. The author also discovered that criteria such as educational and income background did not impact their decision to join the bandwagon of entrepreneurship very much at all.

In her work titled "Women Entrepreneurs: A Social and Economic Study with Reference to Pune," Nadkarni [4] (1982) presented her findings on the challenges and obstacles that are experienced by female entrepreneurs across a variety of industries. The author observed that the majority of respondents (57%) agree with the assertion that women are better suited for desk jobs than hard labor. In addition, a shift is happening in the way people feel about things in society, but at a speed that is fairly sluggish. When compared to families with no education, those with education are far more likely to take an attitude that is more accepting of female entrepreneurs.

According to Goffee and Sease [5], women who are economically disenfranchised as a result of the scarcity of chances for paid employment may have little choice but to launch their own enterprises to create a means by which they can support themselves financially.

In a study that was carried out by [6], the researchers found that married migrant women entrepreneurs originating from nuclear families face greater role stress than unmarried local women entrepreneurs coming from joint households.

Sharma and Kumus [7] concluded that there was a need for interlinked policies at all levels of government and the community. They came to this conclusion because the process of altering the status of women requires both structural and attitudinal shifts to address social and economic disparities.

The Arch Academy of Design was established by Archana Surana, a pioneer in the fields of fashion, design, and business in India. In 2000, she embarked on her entrepreneurial career by opening the Arch Academy of Design with the goal of providing exceptional education in the fields of design, fashion, and business. There were several obstacles in the beginning of her entrepreneurial adventure. She struggled to find an appropriate location, put in place the necessary infrastructure, and recruit qualified academic members for the institute.

However, her perseverance and dedication paid off, and the Arch Academy of Design is now a thriving institution that has educated thousands of people in the fields of design and business. The Arch Academy of Design is not the only business Archana Surana has started and grown over the years. She has also established the Arch Academy of Art & Design; the Arch Academy of Fashion, Textile & Accessories; and the Arch College of Management Studies. With her at the helm, these schools have flourished into internationally recognized academies of style, art, and commerce. Archana Surana has had a fantastic career as an entrepreneur, and she serves as an example to many would-be business owners in India and abroad.

Archana Jain established PR Pundit, an industry-leading public relations agency in India, and serves as its managing director. Many business owners might take heart of her achievements. Before moving into public relations, she was a journalist for several of India's top publications. She started PR Pundit in 1998 with the intention of helping businesses of all kinds with their communication needs. Archana was able to swiftly establish PR Pundit as a trusted PR agency thanks to her considerable expertise in the media industry and her ability to build and maintain good connections with journalists.

Archana has built PR Pundit into one of India's leading PR firms, with a roster of high-profile clients that includes many household names in business. Among the many accolades she has received for her contributions to the industry is the Women Leadership Achievement Award.

Ritika Jatin Ahuja started the premium car dealership Big Boy Toyz in Gurugram, India. Her foray into entrepreneurship began when she saw a dearth of high-end vehicle retail outlets for India's affluent elite. She began her professional life as a software programmer but quickly realized that her true passion was automobiles. She followed her dream and began importing expensive automobiles from Dubai and the United Kingdom to India. Cultural barriers and a lack of official backing were just two of the initial obstacles she had to overcome.

Ritika overcame adversity and debuted Big Boy Toyz in 2009. The brand shot to prominence among affluent people and people who love cars very quickly. Used Lamborghinis, Ferraris, Rolls Royces, and Bentleys can be found for sale and purchase at Big Boy Toyz.

Big Boy Toyz has flourished under her direction, opening up shops in Delhi, Mumbai, and Hyderabad. It has also been recognized as the Indian Automotive Retailer of the Year and the recipient of the coveted ET Now Awards for Retail Excellence.

Nidhi Kumra created Your-Space to meet the need for quality, reasonably priced housing for students in India. When she, as a student, had trouble obtaining affordable, secure lodgings, that is when she decided to strike out on her own. She spent some time in the business world after finishing her education. However, she has always had an interest in business and a desire to improve the lives of kids. She realized there was a need for better student accommodation and set out to provide it. Nidhi founded Your-Space in 2016 with the intention of providing children with a safe and secure living space that promotes academic success. The company provides furnished apartments with conveniences, including internet access, climate control, and safety features. Your-Space swiftly grew in popularity and spread to multiple cities in India. These cities included Delhi, Mumbai, Pune, and Bangalore. Nidhi has been honored with several distinctions, such as the Economic Times Women's Entrepreneurship Award and the Forbes 30 Under 30 Asia List, for her unique business strategy and dedication to quality.

The Soap Company India, founded by Somya Khanna and situated in Mumbai, makes organic, all-natural soaps, skin care, and hair care products by hand. After spending some time in the corporate world, she decided to try her hand at entrepreneurship in 2010. Her

curiosity about natural remedies and her drive to develop her own unique product inspired her to explore various formulas and ingredients. She started making soap bars in her kitchen for family and friends. Their support prompted her to start a passion business. Somya, who had no soap-making experience, took lessons and workshops to learn the trade and business. She started small through word of mouth and regional trade events. Increased production and an online store met demand. Her dedication to the quality and use of natural ingredients earned her a loyal following. Her items were popular, and she became well known. Her first store debuted in Mumbai, India. Since its humble origins, The Soap Company India has expanded to sell body butters, face creams, and hair care products. The company sells online and in several Indian retailers.

Priyanka Raina, an entrepreneur, and her husband Suresh Raina, a former Indian cricketer, launched the Gracia Raina Foundation in 2017 to aid low-income mothers and their children in India. The foundation prioritizes rural women's and children's education, healthcare, and nutrition. Her first firm was Outcome, an advertising and marketing agency. It became one of India's top advertising agencies. The Gracia Raina Foundation has supported thousands of Indian women and children since its founding. The group helps people access food, healthcare, and education. They can help moms and kids through tough times.

Shweta Upadhyaya created the high-end Laavanya line of organic and natural skin care products. She has had an incredible journey as an entrepreneur, rising from the depths of obscurity to build a thriving enterprise. At age 18, she set out on her adventure. Her first business was a garment boutique she opened in her native India. Unfortunately, she was compelled to close the business after only a few months because it failed. Shweta was unfazed by the setbacks and kept working toward her goal of being an entrepreneur. She completed her schooling in Kerala and then relocated to the United States to enter the business world. However, she quickly discovered that natural cosmetics were where her heart truly belonged. She decided to create her own line of skincare products, so she dove her head first into ingredient and formula research. Shweta introduced Laavanya in 2016; it sells organic and all-natural cosmetics such as face oils, serums, and cleansers. She put up her own money to launch the company, and at first, she sold her wares online and at farmer's markets. The demand for Laavanya's wares skyrocketed, leading to a rapid expansion of the company. People connected with Shweta's dedication to organic, sustainable, and ethical production, as well as her emphasis on using only natural, organic materials.

Rohana Shah Marfatia started the e-commerce platform My Baby Babbles to provide parents with a variety of options for their infants and toddlers. Since its founding in 2013, the company has rapidly expanded to become one of India's most popular online suppliers of baby goods. She started as a frustrated mom who wanted better babyproducts. Her study found the products overly expensive or low-quality. She founded My Baby Babbles to meet India's demand for stylish, affordable babyproducts. My Baby Babbles sold infant and toddler products online when company began. The company rose swiftly due to Indian parents' praise of its products and support team. My Baby Babbles has become one of India's most popular online baby stores in recent years. Over 100,000 Instagrammers follow the company.

Kajal Daga & Kavita Chowdhri's luxury lifestyle boutique, Chalk, sells distinctive furniture, clothing, and accessories. In 2017, both tried entrepreneurship after 13 years in corporate America. Handcrafted and unique items were also in demand. Business and marketing major, Kavita pursued her passion professionally. She founded The Chalk Boutique in 2017 to market a few local artisanal things. Chalk Boutique's unique and high-quality goods attracted customers. The Chalk Boutique sells furniture, home decor, and

fashion accessories to its loyal customers. The company's internet store has expanded product availability internationally.

Her key formerly Jobs For Her was founded by Neha Bagaria, and it serves as a virtual meeting place for companies seeking qualified new hires and women seeking second careers. The story of Neha Bagaria's achievement shows how perseverance, initiative, and initiative may lead to great rewards. She began her professional life in the United States, working for McKinsey & Company as a strategy consultant. She eventually landed jobs at Kemwell Bio pharma and Virtusa Corporation after relocating to India. She found it difficult to return to work after taking time off to raise her children. Because of this, she decided to start the company Jobs For Her in 2015. The website's goal is to provide women who have had to take a hiatus from their careers with access to resources such as job postings, networking events, educational webinars, and online courses. Over four thousand businesses, including industry heavy weights such as Amazon, Dell, and Goldman Sachs, are affiliated with Jobs For Her. Many have praised her for taking a fresh approach to closing the gender gap in India's workplace. The Federation of Indian Chambers of Commerce and Industry (FICCI) recognized her as a woman entrepreneur of the year 2017. In 2018, she was named one of India's 30 most influential business women by Business Today.

Pooja Sharma, born in 1980, is an Indian entrepreneur who became the first woman in her village to work outside the home. She founded Kshitiz, a self-help group, and set up a bakery in a mansion believed to be haunted. Sharma has trained over 1,000 women from Haryana and has received awards for agricultural leadership and farming innovation. She has also received the Nari Shakti Puraskar, India's highest civilian honor for women, on International Women's Day 2022. Sharma's achievements have earned her recognition from the state government of Haryana, the Indian Council of Agricultural Research, and the Indian government.

Body craft Spa and Salon is a popular beauty and wellness franchise in India that was established by Manjul Gupta. She established the company in 1997 with a single office in Bangalore and expanded it to several other cities throughout the years. She observed a need in the Indian market for specialized, high-end beauty and wellness services and decided to fill it. In the past, most salons were unprofessional little shops that did not care about their employees or their clients. She saw there was need for a company to provide its clientele with first-rate amenities and services. She prioritized recruiting experts who shared her commitment to quality and service to clients. She also made certain that her salon carried only the highest quality items from prestigious companies across the world. The company expanded quickly. She quickly extended to other major cities after the success of her first center in Bangalore, including Mumbai, Delhi, and Hyderabad.

Jaypore was started by Shilpa Sharma, an Indian entrepreneur, and it sells handmade, ethnic, and traditional goods online. Since its 2012 inception, Jaypore has become a go-to destination for shoppers in search of genuine Indian wares. She had almost a decade of experience in the business world under her belt before launching Jaypore. She has been in executive roles with GE Capital, Citibank, and Aviva, among others. She founded Jaypore in 2012 out of a desire to combine her interest in Indian crafts with her commercial savvy. She envisioned a marketplace where skilled Indian craftspeople could promote their wares to a global audience and find new clients. Jaypore now sells apparel, jewelry, household goods, and accoutrements, among other things. More than four thousand artisans from all around India are employed by the company, which gives them a way to show off their work and make a living. Aavishkaar Venture Management invested \$5 million in Jaypore in 2016, and Aditya Birla Fashion and Retail Limited bought the company the following year.

Deepika Jindal is an accomplished businessman who launched the stainless steel goods design and manufacturing firm Arttd'Inox. The company's unique and high-quality goods

can be found in homes, workplaces, and other public and private establishments worldwide. She launched her first business, Arttd'Inox, in 2000 with the goal of providing customers with one-of-a-kind, high-quality stainless-steel items.

Deepika overcame early difficulties and expanded Arttd'Inox into a thriving enterprise. The company sells a wide variety of goods, including those used in the kitchen and the bar, and as decorative accents throughout the house. Products from Arttd'Inox have won multiple design and quality awards and have been showcased at upscale retail locations across India.

Neha Kanodia is a successful Indian entrepreneur and the brain of GoGaga, a friend-based dating app based in Bangalore. After graduating with a degree in engineering from Bangalore Institute of Technology, she began working as a programmer for IBM. Neha, together with her brother, established GoGaga in 2016. The original intention of the app was to facilitate the meeting of people who already had common friends. After the program was released, however, it encountered many problems, including low user engagement and a hard time expanding its user base. Neha overcame these obstacles by switching the app's business model. Under the new system, users may unlock in-app purchases by accruing points through game play and other actions. Thousands more people signed up for GoGaga after seeing its success with this concept. The Economic Times and The Hindu have both profiled her, and her work has garnered her multiple honors. GoGaga has become a famous dating app in India and has ambitions to go global.

To study the factors that are instrumental in the attainment of work-life balance among female entrepreneurs and to study the challenges that they face in their professional and personal life as entrepreneurs. The following hypotheses were tested:

H₁: There is a significant relationship between family support and the work-life balance of female entrepreneurs.

H₂: There is a significant relationship between financial support and the work-life balance of female entrepreneurs.

H₃: There is a significant relationship between the work-life balance of female entrepreneurs and job satisfaction.

3 Methodology

The present study focused on the work life dimensions of female entrepreneurs in Rajasthan. It was carried out in Rajasthan to find the factors determining the work-life balance of female entrepreneurs. A total of 180 female entrepreneurs were willing to give a response during the scheduled visit. Table 1 shows the data sources.

Table 1. The number of respondents

Division	Total Respondents	Sample Retained
Ajmer	20	18
Jaipur	45	39
Jodhpur	40	39
Kota	40	24
Udaipur	40	30
Total	180	150

Based on the literature review, two variables were considered to identify important factors that affect the work-life balance of female entrepreneurs. The variables were family support and financial support. The structured questionnaire used comprised a 5-point Likert scale from strongly agree to strongly disagree. With complete information, 150 responses were

considered useful for analysis and interpretation. Descriptive statistics such as percentage analysis and the weighted average and chi-square test were used to analyze and interpret the data. The data collected were tabulated, analyzed through SPSS version 20 and presented through tables.

4 Results

From the analysis of the demographic statistics of the respondents shown in Table 2, it was found that most entrepreneurs were married (62%) and were less than 30 years of age (68%).

Table 2. Demographic Profile of the Respondents

Demographic features	Variables	% of Respondents
Marital Status	Married	62.00
	Single	38.00
	Total	100.00
Age	<30 years	68.00
	31-40 years	21.33
	>40 years	10.67
	Total	100.00
Education	Professionally Qualified	16.67.00
	Graduate	42.00
	Post Graduate	41.33
	Total	100.00
Father's/Husband's Occupation	Freelancer	22.00
	Service	10.67
	Business	38.67
	others	28.66
	Total	100.00
Monthly family income per month	Below Rs. 30,000	21.33
	30001-60000	36.67
	60001-90000	34.66
	>90001	07.34
	Total	100.00

Source: Primary data

Approximately 83 percent of the female entrepreneurs were either graduates or postgraduate. Regarding fathers' or husbands' occupation, 60.67 percent were business class, followed by other profession, with 27 percent. Approximately 71 percent of the respondents were in the monthly income group of Rs.60,000 – Rs.90,000. The observation from the demographic analysis confirms the premise that young entrepreneurs are a significant portion of the total existing entrepreneurs in Rajasthan.

While looking at overall satisfaction with respect to family support as one of the variables, we found that family never complaints about professional occupancy appeared to be the most important factor, followed by always receiving support from family in household chores, and then family supported my career choice (Table 3). The result from the chi-square test indicates that there is a significant relationship between family support and work-life balance, as the calculated value of 16.363 is less than the tabulated value of 26.30 at the 5% level of significance.

Table 3. Family Support and Work Life Balance of Female Entrepreneurs

Family Support	Level of Work Life Balance (%)					Avg. Score (%)	Rank
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
Always get support from family in household chores	48.67	40.00	06.00	4.00	1.33	20.57	2
Family supported my career choice	41.33	44.00	10.00	2.67	2.00	20.06	3
Emotionally supports in my tough time	34.67	43.33	12.67	6.00	3.33	19.10	5
I get sufficient time for family	42.67	39.33	12.00	4.67	1.33	19.61	4
Family never complains about my professional occupancy	47.33	42.67	06.00	3.33	0.67	20.66	1

Calculated value of X2: 16.363 at 5% levels of significance, Table value-26.30

Source: Primary data

Table 4 indicates that the calculated value of chi-square is 15.02, which is less than the tabulated value of 26.30 at the 5% level of significance, indicating that there is a significant relationship between financial support and the work-life balance of female entrepreneurs.

Table 4. Financial Support and Work Life Balance of Female Entrepreneurs

Financial Support	Level of Work Life Balance (%)					Avg. Score (%)	Rank
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
Finance is key element for entrepreneur	28.67	34.67	12.00	16.66	08.00	20.36	1
I started my business with my own investments	21.33	32.00	16.67	14.67	15.33	19.22	5
Its easy to get money from government agencies for entrepreneurial activities	24.00	40.67	14.00	14.67	06.66	19.93	4
Flow of money keeps my personal and professional life balanced	25.33	31.33	16.00	20.00	07.34	20.26	2
Lack of finance disturbs my life	28.00	30.67	14.67	12.66	14.00	20.23	3

Calculated value of X2-15.02 at 5% level of significance, Table value-26.30

Source: Primary data

While looking at the overall work life balance of female entrepreneurs with respect to

financial support as a variable Finance is key element for entrepreneur stands first followed by Flow of money keeps my personal and professional life balanced and Lack of finance disturbs my life. The majority of the respondents agreed with the statement that finance is the key element and that support is essential for the sustainability of startups or businesses, implying that family support and the work-life balance of female entrepreneurs are closely related. Therefore, H_2 is proved.

Work-life balance, considered one of the principal sources of satisfaction, was offered by entrepreneurship (Table 5).

Table 5. Work Life Balance and Level of Satisfaction

Work Life Balance	Level of Satisfaction (%)					Avg. Score (%)	Rank
	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
Never felt that things are running out of hand	25.33	30.00	17.33	18.00	09.34	24.35	3
I can easily draw boundary between personal and professional life.	28.00	26.66	18.67	18.00	08.67	25.55	2
Never thought of quitting professional life because of personal life and vice versa.	23.33	30.00	19.33	12.00	15.34	24.11	4
I am satisfied with my personal and professional life	30.00	27.33	17.33	16.67	08.67	25.99	1

Calculated value of $X^2 = 14.55$ at 5% level of significance; table value - 21.026;

Source: Primary data

All the factors contributing to work-life balance with an average percentage score ranging from 24.11 to 25.99 were evenly prioritized by the respondents. The calculated value of chi-square is 14.55, which is less than the tabulated value of 26.30 at the 5% level of significance. Therefore, H_3 that there is a significant relationship between work-life balance and job satisfaction is accepted. The summarized results of hypothesis testing are shown in Table 6.

Table 6. Results of Hypothesis Testing

Test Used	Variables		Test value		Null Hypothesis accepted/Rejected	Result/decision
	Dependent variables	Independent variables				
<i>There is no significant relationship between family support and Work life Balance of Female Entrepreneurs</i>						
Correlation Analysis	Work Life Balance	Family Support	R	Sig. Value	Rejected	Analysis revealed that there is a statistically significant moderate positive relation between work-life balance of female entrepreneurs and family support.
			0.473	0		
Regression Analysis	Work Life Balance	Family support	R2 Value	Sig value	Rejected	
			0.223	0		
<i>There is a significant relationship between financial support and Work life Balance of Female Entrepreneurs</i>						
Correlation Analysis	Work Life Balance	Financial support	R	Sig. Value	Rejected	According to the analysis, there is a significant relationship between Work-Life Balance of female entrepreneurs and financial support.
			0.4	0		
Regression Analysis	Work Life Balance	Financial Support	R2 Value	Sig value	Rejected	
			0.16	0		
<i>There is no significant relation between Work-Life Balance of female entrepreneurs and their job satisfaction</i>						
Correlation Analysis	Work Life Balance	Job satisfaction	R	Sig. Value	Rejected	According to the analysis, there is a significant relation between Work-Life Balance of female entrepreneurs and job satisfaction.
			0.393	0		
Regression Analysis	Work Life Balance	Job Satisfaction	R2	Sig, Value	Rejected	
			0.154	0		

5 Conclusion

The current study investigates the work-life balance of female entrepreneurs, as well as their levels of job satisfaction and the two most important elements that influence the work-life balance of female entrepreneurs. In addition, the study endeavors to determine whether or not there is a correlation between the various forms of family support that female entrepreneurs receive and their WLB, as well as whether or not there is a correlation between

financial assistance and WLB. They are gaining happiness in both their personal and professional lives as a result of striking a healthy balance between their work and personal lives. The preceding analysis revealed that the vast majority of women who enter the world of entrepreneurship come from wealthy business families. Furthermore, the data demonstrated that job choice is no longer exclusive to the male members of the family but that females have also begun opting out of the same fields. However, the support of their families is equally vital to them, and they want to have it so that they can continue to meet the growing demands of business [8–10].

In light of the fact that the breadth of the study was constrained, as well as the features of the sample, it is clear that these findings cannot be generalized; hence, additional research is needed. Although some of the findings are similar to those discovered in prior studies, it is possible to draw the conclusion that, due to the increasing level of competition, female entrepreneurs need to establish a strategy that is more grounded in reality to thrive in the growing economy. There is room for additional research to be conducted in this field with additional variables that have a direct or indirect association with the work-life balance of female entrepreneurs.

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