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# Dealing with the psychological well-being of mompreneurs in millennia India: A psychedelic perspective

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**Abstract**--Mompreneur refers to “An individual who discovers and exploits new business opportunities within a social and geographical context that seeks to integrate the demands of motherhood and business ownership.” In every decade a new set of challenges wait for the Mompreneurs[2,4] to conquer their dream by overcoming the hurdles. One such major challenge is dealing effectively with the psychological well-being and developing the art of balancing the motherhood and business ownership. Psychological well-being refers to the life moving well. It combines the factors of “feeling good” and “effective functioning”. Psychological well-being implies to the ability of an individual to manage the painful or negative emotions effectively – that which is essential for a person’s long-term well-being. Many community services and other social media groups are in existence but there is a remarkable gap in the field of academic research for the emerging community of Mompreneurs. Thus, primary objective of the paper is to explore the levels of psychological well-being experienced by Mompreneurs in Gujarat. It aims at proposing a theory which may offer a possible solution to overcome the challenges to the Mompreneurs across India. The current study is a quantitative study. The data is collected from 100 Mompreneurs from different cities of Gujarat. The psychological well-being of these Mompreneurs, was measured by a standardized psychological well-being scale. The results of the study show that the psychological well-being of Mompreneurs factors like type of family and number of children. The research paper also proposes a ‘Sunflower theory’ to remediate the common psychological barriers encountered by the Mompreneur.

**Keywords**--Gujrat, Mental wellness, Mompreneur, Psychology, Woman entrepreneurship

## Introduction

यादेवी सर्वभूतेषु मातृरूपेण संस्थिता।

नमस्तस्यै नमस्तस्यै नमस्तस्यै नमो नमः

Above shloka quoted from the 'Devisuktam' enhances the credence of women as a source of power (Shakti)[22] since ancient times (Vaak). The Hindus worship goddesses as mothers in different forms, but while encountering the reality, women are offered back seat to men. Moreover, they are revered as mothers, sisters, and other social bondages. Many composers have imagined woman's thoughts as a wide deep ocean, in which voyage is interesting yet difficult. The upper layers of women's minds, like those of the ocean, that have tempestuous waves, yet depths are serene and meditative. Woman's mind is essentially persistent and strong. The same reference is accredited in Shri Bhagwat Gita wherein Lord Krishna pronounces his manifestation in the feminine quality of Medha[6] or of higher intelligence when it comes to intelligence (Dvaipayana, 2007).

### ***Standing of Women in India***

It is quite evident from scriptures, writing of historical research and from much literary wiring available from the ancient period, that in ancient India, women were educated, respected and honoured by society at large. The mention of the same has been observed in Vedas, Upanishads, and Dhammapada of Buddhism and in scriptures of Jainism which again ascertain the strong and respectful position of women in India during Vedic period (Gurnani, 2016).

The merit of any civilization can be evaluated from the place that it bestows upon the women. Taking into contemplation the number of aspects that substantiate the magnitude of India's pre-historic civilization, one of the supreme features is the admired position attributed to women. Manu a great philanthropist of law and of Hindu Vedic period quoted a long time ago, "where women are respected by the people, there reside the gods". As per the Hindu primeval scriptures, there is not even a single religious ritual which is performed only with the rightness of men and with no involvement of their wives. Her contribution is indispensable in every religious ritual. Men who are married along with their better-halves are acceptable for executing any religious customs on the occasions of many important festivals. Wife is thus also referred to as 'Ardhangani' (better half) of her husband. They are given not only a significant but also an equivalent place as that of the men (Singh R. , 2007).

After 300 BC, women were degraded in low status (Jayapalan, 2001). Women's standing in society started degrading with the start of many polygamy practices, like *pardah* (veil) system, Sati-Pratha[9], child-marriage, as well as forceful practices of widowhood. Women at that time were not given any right over the ancestral property and they were not aware of the steps they could take for acquiring the inherent right they possess over the assets (Devi, 2016).

Soon after the entry into the 19<sup>th</sup> Century, scores of societal modifications in India mounted against the wicked exercise. From the initiative of Ram Mohan Roy to the supportive actions of Mahatma Gandhi; attempts were made to advance the position of women in India. In 1829, Sati Pratha was eradicated completely and was considered as an offense. The act regarding the remarriage of Widow was passed in 1856 and the amendment was made in the Hindu Marriage Act in the year 1872, by enforcement of the Monogamy practice (Gurnani, 2016).

There exist many discussions and debates regarding discrimination based on gender in the country for a number of years[11]. Most of this involves the position the female gender has in the society, their economic position, health and their education and etc. A person can easily achieve through these discussions that women will always have some paradoxical position in developing countries such as India.

In the 20<sup>th</sup> century, where our country was observed as having an enlarged number of literate women, and their inflowing into the professional fields; the other side of coin throws light on issues like women infanticide, underprivileged physical condition, as well as lack of awareness[12] regarding education and other technological aspect were persisted. Under a patriarchal dogma for women's and their home being an 'authentic territory' where being married is her final providence hasn't altered greatly.

When India became Independent, women nationalists were participating in many activities and were hugely acknowledged. While the Indian Constitution was getting prepared, it stated equivalent rights for all genders, taking into consideration the lawful rights of them in the country and as an equivalent male in accordance with the opportunities and liberties enjoyed by them. The sex ratio for men and women during this period is also enhanced as compared to the observation made for in the 21<sup>st</sup> century, positioned for every 1000 males there were 945 women. However, the status of women screeched an altered realism.

A small number of women were endorsed in public spaces, and they were supposed for managing it on their own while continuing her conjugal part as a house-wife. Even with the passing of the Sharda Act during the 1950s, to elevate the girls' matrimonial age limit, child marriage predominantly in Northern India was pretty common, even though average marriage age for women is improved to 18 years. Extensive discrimination existed for the access they have to school, physical condition and care, physical and monetary possessions and political opportunities, in cultural and societal spheres. This became more or less unimaginable for females to have an option or a state in issues regarding life, marriage or their career. Instead they had not said at all. When the world is considered as a 'Global Village' in 21<sup>st</sup> century; and knowledge-based society is scattering like wildfire, women have made enormous pace in many parts with remarkable advancement in dipping a few genders slit. However disgusting truths such as 11,332 women and girls are found as a victim of human trafficking each year, and amplified dowry practice, sexual and rape aggravation hitting strongly alongside every progress which has been observed in the position of women. Hence, on side the woman is on their path of climbing the success ladder, and on other side they are facing brutality stricken by people surrounded around them.

In comparison to previous era, women today have accomplished many of her desires but in certainty they have miles to travel before the final 'sleep'. They are slowly leaving the protected spheres of their domicile, but a ruthless, brutal, manipulative world waits for them, where they had to establish their ability in front of the whole world which perceives them as simply the means of giving birth. Women in India have to craft their way into entire social chauvinism developed against her, and men will have to accept and understand women as an equal contributor in today's world, keeping all grudges aside (Banerjee, 2011).

## **Mompreneurs**

### ***Defining Mompreneur***

The term 'Mompreneur' was coined in 1996 by Patricia Cobe[4] in their Book, *Mompreneurs: a mother's practical step by step guide to work at home success* (Cobe, 1996). It has fallen into heavy usage over the past decade or so in Anglophone media. On January 8, 2010, a Google search using the terms Mumpreneur and Mompreneur gave 12000 hits a year later it gave 7,01,700 hits[15] and in early 2015, 743000, with the most significant growth between 2008 and 2011 (Krueger, 2015). The "Mompreneur", a mesh of two ideologically loaded words, "Mom" and "Entrepreneur", is often described as a "neologism", but is nevertheless frequently defined by the functional meaning of these two words, "a female business owner who is actively balancing the role of mom and the role of entrepreneur" or geographer Carol Ekinsmyth's more specific "an individual who discovers and exploits new business opportunities within a social and geographical context that seeks to integrate the demands of motherhood[10] and business ownership" (Kate V. Lewis, 2015). In this thesis, I develop a more specific definition and study Mompreneur as a discursive figure located at a particular intersection of identities.

### ***Mompreneurs: The new dreamland of 21<sup>st</sup> Century for Women***

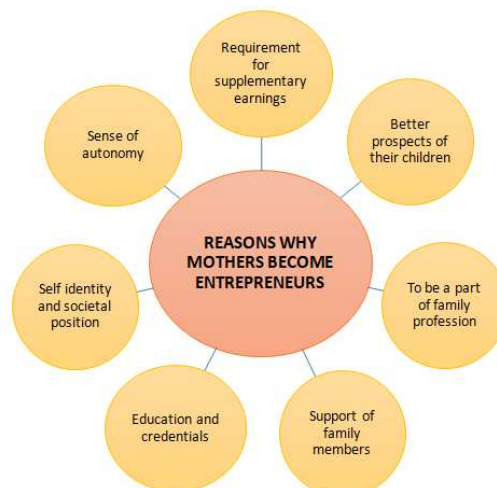


Fig.1 Drives for Mothers becoming Entrepreneurs  
(Developed by Researchers)

Figure 1 demonstrates the reasons for stay-at-home mothers becoming Mompreneurs and giving wind to the wings of their desires. It can be the requirement of earning or can be the desire for better prospects for family or children. Family support and Education qualification can also be a strong drive for the mothers to step into Mompreneurship.

### **Mompreneurs and Psychological Well-Being**

Stepping into a male dominating industry of entrepreneurship in order to experience feelings of autonomy, self-development and satisfaction (Bates et al., 2005) is a challenging task. However, mompreneurs have been tasting the fruits of independence while mastering the art of balancing work and effectively shouldering the family and motherhood responsibilities (Mainiero & Sullivan, 2005). The success is only the peak of an iceberg; what holds below are innumerable challenges faced by Indian mompreneurs like the family obligations, low educational levels, lack of networks, appropriate workspace and professional skills. Most of the mompreneurs; despite of the possession of talent and skills do not expand their wings; compromise on their goal, ambitions and continue to work from home post marriage and childbirth. To be functional by striking balance and successfully meeting all ends requires a sound functioning of the mind which comes from a person's psychological well-being.

The term well-being is complex and its use is not restricted to the field of health but is also frequently referred in the area of human development. An individual's well-being is influenced by factors like society, peers, family and by individuals themselves. According to the World Health Organization (2014), well-being is defined as a "state in which every individual realizes their own potential, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to his or her community." Advancements in the study of psychology and in particularly the focus on positive psychology has led to an increasing interest in understanding the psychological well-being across all varied disciplines (Henn et al., 2016; Hides et al., 2016). The extensive research over a period of 20 years has led to the formation of various theories on well-being. Two primary conceptions i.e., happiness and life satisfaction have been the guiding indicators in the study of well-being. However, the hedonic and eudaimonia conceptions of happiness proposed by Waterman (1993) have been notable in understanding the concept of well-being. The hedonic notion focusses on the fact that well-being is an outcome/an end result. It consists of an internal state of pleasure, happiness, satisfaction and focusses on an individual's subjective well-being (Ryan and Deci, 2001; Pavotand Diener, 2008; Ryan et al., 2008). Eudaimonic[18,19] notion on the other hand believes that well-being is a process of fulfilling human potentials (Deci and Ryan, 2008). Eudaimonic focuses more on the positive functioning and to the development of an individual's capacities and virtues (Ryan and Deci, 2001).

The current research focusses on the psychologically well-being of mompreneurs in the state of Gujarat. The research aims to explore the influence of family type (joint/nuclear) and number of children (one or more than one) on the psychological well-being of mompreneurs[13]. The research also seeks to propose

a theory “sunflower” to deal with the mental hurdles encountered by mompreneurs.

### **Literature Review**

Breen R.H., (2020) conducted a study on women’s entrepreneurship to understand the influence of gender roles on venture process or conflict of roles for women pursuing career in entrepreneur[3]. The sample consisted of 13 Canadian females who post motherhood started their business. Interview method was used to collect the data. The results of the study showed that motherhood is one of the contributing factors leading to entrepreneurship. Mothers choose this process out of choice and to maintain a career-life development.

Gowindasamy M., (2018) researched on impact of emotional intelligence on the subjective well-being of Indian mompreneurs and the results revealed that there is a significant relationship between emotional intelligence and well-being[8]. A total of 186 respondents participated in the study.

A study by Drencheva A., (2019) focused on women entrepreneurs and well-being. The study maps out that entrepreneurship leads to positive identity which boosts the eudaimonic well-being of the women. The multiple conflicting and synergetic identities of female entrepreneurs as well as the work identity influence the hedonic and eudaimonic well-being[5].

### **About the Study**

There exists a lack of research on mompreneurs, especially into relation to their psychological well-being[7,8]. Hence, the first aim of the work focusses on analysing the psychological well-being of mompreneurs in connection with the type of family (joint family or nuclear family) they belong to. The second aim of the work was to draw a relation between the mompreneurs and the number of children (one or more than one) and its effect on their psychological well-being.

**Hypothesis 1(HO<sub>1</sub>):** No Note worthy gap has been found between the mean score of well-being among the woman of joint family and nuclear family.

**Hypothesis 2 (HO<sub>2</sub>):** There is no statistical difference in the mean scores of well-being among the woman-as a mother of one child and as a mother of more than one child.

**Hypothesis 3 (HO<sub>3</sub>):** There is no quantified difference observed between the mean score of the psychological well-being among mompreneurs depending on the type of family and number of children.

### **Material and Methods**

#### **Participants**

The study comprises of 100 mompreneurs from the state of Gujarat. These mompreneurs were selected by purposive sampling through the authors professional networking. The participants were requested to fill the e-

questionnaire pertaining to psychological well-being. The test was based on self-report technique and the participants were assured of anonymity.

### **Research Tool**

The psychological well-being of these mompreneurs, was measured by a standardized psychological well-being scale, which is the self-administered scale wherein the subject is instructed to put tick mark under any one of the given 3 alternatives – “Fully true”, “Somewhat true” or “Fully untrue”. The test consists of 20 statements trying to measure varied aspects of psychological well-being. The total time taken to complete the test is around 10 minutes. The internal consistency of the scale is satisfactory with value ranging from 0.16 to 0.84. The reliability of the test was found to be 0.98 significant at 0.01 level. The test-retest reliability of the test is 0.91 at 0.01 level of significance. Depending on the option ticked by the subject; they score 2 points for a tickmark under “Fully true”, 1 point for a tick mark under “Somewhat true” and a 0 point for tick mark under “Fully untrue”. The subject is capable of scoring minimum a zero and maximum of 40 points.

### **Statistical Analysis**

After the appropriate responses were ticked by the mompreneurs the result analysis was undertaken. The scoring and interpretation were done as per the norms and scoring instructions given in the manual.

### **Results and Discussion**

Table 1: ‘F’ value of Total score of well-being of mompreneurs in relation to the type of family

	<b>Type of Family (A)</b>		<b>‘F’ Value</b>	<b>Level of signification</b>
	<b>Joint Family (A<sub>1</sub>)</b>	<b>Nuclear Family (A<sub>2</sub>)</b>		
<b>Mean</b>	26.14	22.84	4.70	0.05
<b>N</b>	50	50		

The Table 1 shows the mean score of the psychological well-being of mompreneurs of joint family and nuclear family. The mean score of mompreneursof joint family group is 26.14 and of nuclear family group is 22.84. The ‘F’ value is significant at 4.70 level. This means that the two-group interaction effect under study differ significantly in relation to the psychological well-being and type of family. It should be noted that, according to scoring pattern, highscore indicates high level of psychological well-being. Thus, from the result it could be said that, the mompreneursof joint family group showcase higher levels of psychological well -being than mompreneursof nuclear family group. The results differ from the formulated first hypothesis. And hence, hypothesis (HO<sub>1</sub>) i.e. *“There is no significant difference between the mean score of well-being among the woman of joint family and nuclear family”* is rejected.

The researched fact that mompreneurs belonging to the joint family system showcase higher levels of psychological well-being could be due to the fact that a joint family is like an “umbrella” whose worth is realised only when a stormy cloud looms over us. It is said that, “a family is a source of meaningful relationships.” (Eitzen D., 2003). It is a joint family who comes to rescue when we are in trouble[12]. Similarly, when mompreneurs are working on the mission to empower themselves in this male dominating world of entrepreneurs, it is the family members that assure that the needs of the child are being taken care off. The undivided family enhances the psychological well-being of the mompreneurs by rejoicing in her achievements and at the same time providing the much-needed emotional and mental support in case of minor setbacks. In joint family the emotions of love, care and feeling of “togetherness” are closely felt and experienced which enhances the positive emotions of the mompreneurs. The study conducted by Sasaki M., (2002) support a similar finding stating that co-residence has a positive effect on the female participation in the work force[21].

Table 2: Mean ‘F’ value of Total score of psychological well-being of mompreneurs in relation to number of children

	<b>Number of Children (B)</b>		<b>‘F’ Value</b>	<b>Level of signification</b>
	<b>One Child (B<sub>1</sub>)</b>	<b>One more than child (B<sub>2</sub>)</b>		
<b>Mean</b>	89.68	82.91	11.05	0.01
<b>N</b>	50	50		

The results of the Table 2 confirm the mean score of the psychological well-being of mompreneurs having single child or more than one child. The mean score of mompreneurs having single child is 89.68 and whereas that of having more than one child is 82.91. The ‘F’ value is significant at 11.05 level. This means that the two-group interaction effect under study differ significantly in relation to psychological well-being and number of children. Since the scoring pattern indicates that higher the score better the psychological well-being. It can thus be concluded that the mompreneurs having single child have better psychological well-being than mompreneurs having more than one child. Hence, the hypothesis (HO<sub>2</sub>), “*There is no significant difference in the mean scores of well-being among the woman of one child and one more than child*” is rejected.

Mompreneurs have an additional task of juggling with business and child rearing. This can be more challenging and overwhelming. The challenge of raising a healthy and happy child gets intensified if the mompreneurs has more than one child to nurture[16,17]. Thus, balancing the art of business and child upbringing will involve effective planning and prioritizing things, effective time management and in some cases compromising with the valuable contracts. However, the current research indicates that raising only-child as compared to multiple children[23] can bring in some ease and comfort for mompreneurs at both fronts: Business and child rearing. Mompreneurs having single child exhibited child-centeredness were in a position to spend more time with the child. (Chow N & et al., 1996). Mompreneurs with only child gave more autonomy to their children. (Kloepper & et al., 1981). The autonomy allows child to be more independent and confident. The other advantage of only child is that, mompreneurs get more



opportunity to work. (Veenhoven R., and Verkuyten M., 1989). This allows an opportunity to mompreneur to acknowledge strength, establish strong support system and expand the business, take time for “self” and at the same time parenting the child without guilt by balancing the work-life ratio.

Table 3: Mean ‘F’ value of Total score of psychological well-being of mompreneurs in relation to type of family and number of children

	Type of Family (A)				‘F’ Value	Level of Sign.
	Joint Family (A <sub>1</sub> )		Nuclear Family (A <sub>2</sub> )			
	Number of Child (B)		Number of Child (B)			
	One Child (B <sub>1</sub> )	One more than child (B <sub>2</sub> )	One Child (B <sub>1</sub> )	One more than child (B <sub>2</sub> )	2.28	N.S.
<b>Mean</b>	26.52	19.16	27.52	24.76		
<b>N</b>	25	25	25	25		

The results indicate an interactive effect of the psychological well-being of mompreneurs in relationship with the type of family and number of children. The result is found to be significant from the Table 3 which shows that ‘F’ value 2.28, not found to be significant at level at 0.05. The mean score of mompreneurs staying in joint family with a single child is 26.52 (A<sub>1</sub>B<sub>1</sub>), whereas mompreneurs residing in joint family with more than one child is 19.16 (A<sub>1</sub>B<sub>2</sub>). Mompreneurs staying nuclear family with single child is 27.52 (A<sub>2</sub>B<sub>1</sub>) and mompreneurs in nuclear family with more than one child is 24.76 (A<sub>2</sub>B<sub>2</sub>). Therefore, the hypothesis (HO<sub>3</sub>) stating that, “There is no significant difference between the mean score of psychological well-being among mompreneurs depending on the type of family and number of children” is accepted.

This could be because of the fact that once the woman has plunged into the male dominating world on entrepreneurship, she being a fighter; fights all battle to successfully lead. Whether an undivided family or a nuclear family she will all her strength and energy instil the sense of belongingness, forges close bonds which the child cherishes. Mompreneur through the skills of time management inculcates family values in the child. Regardless of the family system she may belong to; she manages to create a strong support system for herself so that the household chores and responsibilities get divided [20,24]. Thus, with the art of understanding, co-operation, bonding and a strong support system mompreneurs nurture their children with great positivity and eventually towards the end possesses greater aspect of psychological well-being.

### Conclusion

The current research concluded that the psychological well-being of mompreneurs factors like type of family and number of children. The results indicate that mompreneurs belonging to joint family and having single child are more psychologically sound as against mompreneurs belonging to nuclear family and having multiple children. The psychological well-being of mompreneurs enable

them to be in “good spirit”, enjoying every bit of life. They have the potential to be “cheerful”, “energetic” and “relaxed”. They tend to contribute to their business in “productive” and “creative” way. Abstain from negatives of life like “irony”, “nervousness” or “falling in depression”. On the contrary they experience a sense of belongingness and good health. This research also intends to recommend the following exercise to mompreneurs through the “sunflower theory” so that they can grow and glow as the fittest Mompreneur:

1. As a mother take breaks even if small. Mothers need a break from being this always available too good to be true person! Go out for coffee or to the library or meet friends or visit a spa or go on a walk but take a break!
2. Share the load! Involve the partner, in-laws, and parents in the child care journey. Do not become territorial and do not psyche out if these people make some mistake! Mompreneur will have to be ready to let them take care of the child and this help will turn into a blessing!
3. Outsource! Please appoint house help for child care support or cleaning or cooking. Motherhood is a huge role and the day a woman becomes a mother; she needs to take off a few things from her responsibility basket.
4. Motherhood does not mean sacrifice. Make small sacrifices but not big one because they kill an individual internally. Take a break from hobby but do not sacrifice it.
5. Believe in Equality! Child comes to a parent and not only to a mother. Make the partner equally responsible in whichever way possible.
6. Go back to work! Do not even think of not returning to work after maternity leave. If necessary, take an extension but please return to work. Mother’s career is equally important! And remember after a few years children would not need full time Mothers!
7. Take off the guilt! Please live to the fullest without feeling guilty. Please continue having fun with kids and at times without them also!
8. Empower children to face the world in absence of mother! Mothers love the whole idea of children being dependent on them lifelong! This is not correct. Teach them to do their tasks on their own at an early age and let them take decisions. Empower them by making them learn life skills in cooking, cleaning, planning and so on!
9. Mothers are humans and not super powers so stop stressing over becoming the best in everything. Accept that one is excellent in one task but average in another. Do not create an over idealistic image of motherhood and be happy with the flaws too!
10. Create a world of your own! As a mother it is understandable that a mother’s whole world revolves around her child, but expands the periphery and has a great network with other likeminded Mompreneurs.

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