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Exploring the Dynamics of Collaboration between Women Homepreneurs and Homeworkers
within a Home-Based Business Model: A Comprehensive Study

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Abstract

The research paper focuses on the considerable presence of informal employment in home-based businesses in India, particularly among women from diverse socio-economic backgrounds. The study initially provides a contextual understanding of women's involvement in home-based businesses in India by analyzing statistical data. Subsequently, it delves into the detailed dynamics of two specific categories of women who own home-based businesses, namely homepreneurs and homeworkers. It explores their collaborative entrepreneurial approach, aimed at cultivating mutual benefits that result in remarkable economic and social transformation. Employing a qualitative content analysis, the study unearthed various themes and patterns from the data collected from women homepreneurs and homeworkers regarding their collaborative approach. The research findings illustrate the underlying structure that propels these women to embark on home-based businesses and the outcomes of their collaboration. The results demonstrate that women homeworkers act as crucial skill providers, while women homepreneurs function as facilitators, reaching out to a wider audience. The entrepreneurial alliance between these two groups of women has brought about intergenerational development and generated novel economic opportunities that are inclusive of women who have long been marginalized by society.

1. INTRODUCTION

The concept of home-based businesses has been the subject of discussion in the literature for some time now (Deschamps et al., 1998). However, it has predominantly been associated with women (Thompson et al., 2009). Women, who face a multitude of challenges on personal, professional, cultural, social, and gendered fronts, have embraced the concept of running their own small businesses from home, as it affords them the flexibility to balance their work and family commitments (Meisam Modarresi, 2016; Muhammad et al., 2021). Despite being perceived as insignificant, small, and temporary forms of employment, home-based businesses possess the potential to contribute significantly to the economy and society as a whole (Muhammad, Kong, et al., 2021a; Walker & Webster, 2004). While these businesses may eventually outgrow their initial home-based set-up, starting a home-based business could be an excellent strategy for start-ups that lack the necessary resources for their entrepreneurial endeavors (Karyn Loscocco, 2004).

For women looking to become entrepreneurs, home-based businesses have emerged as a reliable source of support (Le et al., 2016). Women in both small and large cities are running their own small home-based businesses based on their skills, expertise, and networking abilities (Rodríguez-Modroño, 2021a). Although the scale of these businesses may be small, they are reportedly making a considerable contribution to the financial and social well-being of these women and their families (Lepeley, 2019). With the proliferation of digitalization in the form of social media, online payment systems, and online logistics services, starting a home-based

business has become increasingly accessible (Kelly & McAdam, 2022a). During COVID, "online" has become the norm, and many people, not just women, have opted to start their own online businesses (Reuschke et al., 2021; Reuschke & Mason, 2022). Nevertheless, the acceptance level of home-based businesses is notably high among women due to the many advantages it offers them (Muhammad et al., 2021).

The question that arises is whether these home-based businesses can transform women into successful entrepreneurs. The answer lies in the motivation behind starting a home-based business. Women who initiate home-based businesses for the sole purpose of generating an alternate source of income cannot be considered entrepreneurs, as entrepreneurship goes beyond merely creating wealth. Instead, entrepreneurship creates value for society and the economy in the long run (Becker et al., 2015). Therefore, in our study, we have divided these women into two categories: **women homepreneurs and homeworkers.**

Numerous studies have focused on home-based working and home-based entrepreneurship as distinct fields of study. However, it is important to recognize that these disciplines also share common elements. The term "home-based workers" refers to two types of workers who perform paid work within their homes: independent own account producers and dependent subcontract workers. On the other hand, "homeworkers" specifically refers to the second category of workers. Thus, homeworkers can be seen as a subset of home-based workers (Carr et al., 2000a). It is essential to note that both types of home-based work involve the production of goods and services for the market and should not be confused with unpaid housework or subsistence production (Rani & Unni, 2009). In this study, we are particularly interested in home-based workers who engage in the production of goods and services for the market and are considered self-employed. (Kraut, 1989) proposed three variations of home-based workers: substituters, self-employed, and supplementors (Roberts & Chrisman, 1996). Our primary focus lies on what Kraut refers to as the self-employed. These individuals can include sole proprietors, partners, and corporations who operate their businesses either within their homes or from their homes.

Kraut's study highlights that home-based businesses are part of a larger phenomenon known as "home work", which refers to individuals working from the comfort of their own homes (Rowe et al., 1999). Home-based businesses are a key component of this trend and can take many different forms. They can be seen as a modern-day version of cottage industries or encompass the concept of small entrepreneurs who work independently in their homes. These entrepreneurs often rely on either family members or employed labor to produce goods or provide services on a small scale.

Therefore, in this study, we first analyze how and when the idea of working from home became prevalent, particularly among women and in developing countries through statistical analysis, afterwards, we explored the phenomenon of home-based businesses run by women by conducting interviews and making observations, and then we examine how this idea of working from home evolves into home-based entrepreneurship. Our interviewees were women from various age groups with diverse motivations and challenges. As a result, we segregated home-based workers and home-based entrepreneurs into separate categories. Homepreneurs are women who aspire to start businesses that align with their values and self-worth, with monetary

gain being just one of several factors (Walker & Webster, 2004). However, women home workers are those who work from home, either independently or dependently, in quasi-employment relationships, or sometimes in isolation (Bonnet, Carré, Chen, Vanek, et al., 2021; Harvey & Chen, 2019). Homeworkers are people who operate home-based businesses due to socio-economic marginalization and the desire for financial stability (Koolwal & Vanek, 2020); (Prügl & Tinker, 1997). This group has been the subject of numerous transnational advocacy campaigns.

Having examined both groups, we identify the incidences of collaboration between women homepreneurs and homeworkers which further reflects on the concept of a collaborative entrepreneurial approach that addresses the needs of both homepreneurs and homeworkers (Karami & Read, 2021). Homepreneurs require human resources and skills to bolster their fledgling businesses (Al-dajani & Marlow, 2013), while homeworkers require consistent work and equitable treatment, rather than mere sympathy and customary benefits from the privileged class of society (Zulfikar, 2017; G. M. I. R. Zulfikar, 2019). *The collaborative entrepreneurial approach between women homeworkers and homepreneurs refers to a business model in which women who work from home (homeworkers) and women who run businesses from home (homepreneurs) collaborate to create and grow businesses. This approach can take many forms, but the main idea is to bring together the skills, resources, and networks of both groups in order to achieve mutual benefit and success.* The collaborative entrepreneurial approach between women homeworkers and homepreneurs focuses on supporting and empowering women who are marginalized in society and also women who are underutilized, socially and economically due to their work-family imbalances. This may include women who face discrimination or disadvantage due to factors such as race, ethnicity, religion, disability, sexual orientation, or socio-economic status. By working together and leveraging their collective resources and skills, marginalized women homeworkers and homepreneurs are creating new economic opportunities and building successful businesses. Collaboration not only improves the lives and prospects of these women, but also contributing to greater social and economic inclusion and equality in society as a whole.

In this study, qualitative content analysis was used to identify themes and patterns within the data. Qualitative content analysis is a research method that involves categorizing and coding data to identify patterns and themes (Duriau et al., 2007; Eisenhardt et al., 2016). The data for this study was collected from women homepreneurs and homeworkers. The content analysis was conducted by the consent of all authors involved in the study. To ensure trustworthiness and rigor, the coding process was conducted by two independent coders and any discrepancies were resolved through consensus (Bansal et al., 2018). Additionally, the coding categories were reviewed and refined by the research team to ensure that they accurately reflected the themes present in the data. The results of the content analysis were then verified through member checking with the participants (Gioia et al., 2013). These steps were taken to ensure that the findings accurately reflected the data and could be used to make valid conclusions.

The collaborative entrepreneurial approach between homeworkers and homepreneurs has proven to be a game changer for both groups, resulting in poverty reduction, skill development, and intergenerational change. Homepreneurs play a critical role as change facilitators for

homeworkers, providing valuable support, resources, and knowledge to help navigate the unique challenges of working from home. On the other hand, homeworkers have emerged as niche skill providers, offering expertise in areas such as ancient Indian handwork, crafts, and embroidery, which have been highly sought after by homepreneurs. The benefits of this collaborative entrepreneurial approach are tangible and numerous. For homeworkers, it has opened up new avenues for employment, skill development, and financial stability. It has also created opportunities for intergenerational learning and mentorship, promoting knowledge transfer between individuals of different age groups and backgrounds. For homepreneurs, the approach has created a niche market with a high demand for their products and services, resulting in increased creativity and innovation.

2. CONTEXTUALIZING WOMEN HOME-BASED EMPLOYMENT IN INDIA ON MACRO LEVEL (PART 1)

Women in Informal Sector

Informal employment refers to jobs that are not regulated by labor laws and are not included in official statistics. It includes self-employment, casual or temporary work, and work in small or unregistered businesses. It is a significant issue in many countries, especially in developing economies (Husmanns, 2004). Measuring informal employment is challenging because it is often hidden and diverse (Xheneti et al., 2019). Workers in the informal economy, including those working from home, face difficulties in recognition, protection, and regulation. It is essential to protect their rights and provide access to education and training programs (Husmanns, 2001).

Table 1: Women employment in the informal sector globally

High: >50%, Med: 50% - 30%, Low: <30%

Continent	High Employment of Women	%	Medium Employment of Women	%	Low Employment of Women	%
Latin America	Peru	60.6	Brazil	43.4	Barbados	4.9
			Mexico	30.7		
Africa	United Rep. of Tanzania	85.3	South Africa	35.5	Kenya	29.5
	Ethiopia	64.8			Botswana	27.6
Asia	Nepal	86.5			Philippines	19.4
	India	57.0			Turkey	6.2
Central and Eastern Europe					Slovakia	12.9
					Ukraine	5.3
					Poland	5.0
					Lithuania	4.8
					Georgia	3.8

Data Source: (International Labour Conference & Internationales Arbeitsamt, 2002);
(Compiled and analyzed by authors)

Table 1 highlights significant variations in women's employment across different continents. Latin America has relatively high levels of women's employment, with Peru leading the region at 60.6% in high employment. In contrast, Africa and Asia show a mix of high, medium, and low levels of women's employment. Asia demonstrates significant diversity in women's employment rates. Nepal leads the region with a high percentage of 86.5% in high employment, showcasing a comparatively positive scenario for women's participation in the workforce. On the other hand, countries like India and Turkey exhibit lower percentages, indicating challenges and potential barriers to women's employment. There is a general trend of higher women's employment rates in more developed regions. Latin America, which includes countries like Brazil, Mexico, and Barbados, shows higher percentages compared to some African and Asian countries. This pattern suggests that economic development and opportunities may play a role in promoting women's employment.

Table 2: Women employment in Informal sector enterprises in India:

Percentage of Women Workers engaged in informal sector enterprises.

Location	PLFS (2017-18) %	PLFS (2018-19) %	PLFS (2019-20) %
Rural	59.2	58.5	59.4
Urban	51.0	50.2	54.1
Rural + Urban	54.7	54.1	56.5
Overall (Rural+Urban)	68.2	68.4	69.5

Data source: (*Periodic Labour Force Survey (PLFS), 2020.*); **(Compiled and analyzed by authors)**

In rural areas, the percentage of women workers involved in informal sector enterprises remained relatively consistent over the three survey periods, ranging from 58.5% in 2018-19 to 59.4% in 2019-20. In urban areas, there was a slight increase in the percentage of women workers engaged in informal enterprises from 50.2% in 2018-19 to 54.1% in 2019-20. When considering both rural and urban areas combined, the percentage of women workers involved in informal enterprises also showed a similar trend, with a gradual increase from 54.1% in 2018-19 to 56.5% in 2019-20. These findings highlight the significant participation of women in informal enterprises in the non-agriculture sector in India. The slight upward trend observed in urban and combined areas suggests a positive shift towards women's entrepreneurship and engagement in business activities outside of agriculture.

Unemployment rates of Women in India

Table 3: Women unemployment rates (in percent) for women aged 15 years and above with different educational attainments in all of India:

All figures represent the unemployment rate in %

General Educational Level	Unemployment Rate (Rural)	Unemployment Rate (Urban)
PLFS (2019-20)		
not literate	0.0	0.3
literate & up to primary	0.6	1.1
middle	1.6	3.0
secondary & above	12.2	16.2
all	2.6	8.9
PLFS (2018-19)		
not literate	0.0	0.9
literate & up to primary	0.6	1.5
middle	1.7	4.3
secondary & above	16.6	8.7
all	3.5	6.4
PLFS (2017-18)		
not literate	0.1	0.8
literate & up to primary	0.6	1.3
middle	3.7	5.1
secondary & above	17.3	19.8
all	3.8	10.8

Data source: (Periodic Labour Force Survey (PLFS), 2020.); (Compiled and analyzed by authors)

Generally, higher educational attainment is associated with higher unemployment rates for women in both rural and urban areas. In all the years, women with secondary education and above had the highest unemployment rates, especially in rural areas. Unemployment rates tend to be lower for women with lower educational attainment levels, such as those who are not literate or have completed primary education. Interestingly, Urban areas consistently show higher unemployment rates compared to rural areas for women across all educational levels. [These findings highlight the challenges faced by women in the labor market, particularly those with higher educational qualifications, and the need for policies and interventions to address unemployment and improve opportunities for women in India.](#)

Table 4: Women unemployment rates persons aged 15-29 years in all of India:

All figures represent the unemployment rate in %

Sector	PLFS (2019-20)	PLFS (2018-19)	PLFS (2017-18)
Rural	10.3	13.8	13.6
Urban	24.9	25.7	27.2
Rural Urban	14.6	17.7	17.9

Data source: (Periodic Labour Force Survey (PLFS), 2020.); (Compiled and analyzed by authors)

The unemployment rates for women aged 15-29 in India were generally higher than men. [Urban areas consistently exhibited higher unemployment rates for women compared to rural areas. This can be due to the fact that women in rural areas are mostly self-employed as helper](#)

in household enterprises. Overall, unemployment rates for women remained relatively stable over the years. Gender disparity persisted, with women facing higher unemployment rates.

Distribution of Women labour force in India in different employment categories

Table 5: Percentage Distribution of Women Workers by Category of Employment in All-India:

Year: PLFS (2019-20)

Employment Category	Rural	Urban	Rural + Urban
Self-Employment-own account workers	20.6%	23.5%	21.3%
Self-Employment- Helper in Household enterprise	42.3%	11.1%	35.0%
Regular Wage/Salary	9.5%	54.2%	20.0%
All self-employed	63.0%	34.6%	56.3%
Casual labour	27.5%	11.1%	23.7%

Year: PLFS (2018-19)

Employment Category	Rural	Urban	Rural + Urban
Self-Employment-own account workers	21.8%	24.9%	22.5%
Self-Employment- Helper in Household enterprise	37.9%	9.6%	30.9%
Regular Wage/Salary	11.0%	54.7%	21.9%
All self-employed	59.7	34.5	53.4
Casual Labour	29.3%	10.7%	24.7%

Year: PLFS (2017-18)

Employment Category	Rural	Urban	Rural + Urban
Self-Employment-own account workers	19.0%	23.7%	20.2%
Self-Employment- Helper in Household enterprise	38.7%	11.0%	31.7%
Regular Wage/Salary	10.5%	52.1%	21.0%
All self-employed	57.7	34.7	51.9%
Casual Labour	31.8%	13.1%	27.0%

Data source: (Periodic Labour Force Survey (PLFS), 2020.); (Compiled and analyzed by authors)

The data on the percentage distribution of women workers by category of employment in All-India reveals interesting patterns. Across all three periods (PLFS 2017-18, 2018-19, and 2019-20), self-employment remained a significant form of employment in India. Combining self-employment-own account workers and self-employment helpers in household enterprises, the overall percentage of women involved in self-employment was 63.0% in rural areas, 34.6% in urban areas, and 56.3% in both rural and urban areas in 2019-20. Women in rural areas displayed higher rates of self-employment compared to their urban counterparts across all three survey years. However, most of them are working as helpers in self-employed initiatives or as casual labour. Data shows a consistent level of participation by women in self-employment-own account work, with slightly higher participation in urban areas compared to rural areas. Additionally, higher proportion of women engaged in regular wage/salary employment in urban areas compared to rural areas reveals that woman in urban areas owning their small businesses.

Overall, the data suggests that women in India are primarily engaged in self-employment, either as own account workers or helpers in household enterprises. The proportion of women in regular wage/salary employment is comparatively lower but higher in urban areas. Additionally, a significant number of women work as casual laborers, particularly in rural areas. These findings highlight the diverse employment patterns and the prevalence of informal employment in India's female labor force.

Table 6: Percentage distribution of households by household type: 2019-20

	Household Type	Rural	Urban
Self-employed	Agriculture	37.7%	-
	Non-Agriculture	15.5%	-
	Total	53.2%	30.7%
Regular	Regular Wage/Salary Earning	12.9%	43.1%
Casual labour	Agriculture	11.9%	-
	Non-Agriculture	12.9%	-
	Total	24.8%	11.5%
	Others	9.1%	14.7%
	All	100.0%	100.0%

Data source: (Periodic Labour Force Survey (PLFS), 2020.); (Compiled and analyzed by authors)

In rural areas, a significant proportion of households were self-employed in agriculture, accounting for approximately 37.7% in 2019-20. Additionally, around 15.5% of rural households were engaged in non-agricultural self-employment during the same period. On the other hand, in urban areas, a smaller percentage of households were self-employed, with 30.7% engaged in self-employment activities in 2019-20. [The majority of urban households relied on regular wage/salary earnings, which accounted for 43.1% during the same period.](#) Regarding casual labor, approximately 24.8% of rural households and 11.5% of urban households were engaged in casual labor activities in 2019-20. [These findings highlight the differing patterns of household types between rural and urban areas, with a higher prevalence of self-employment in agriculture in rural regions and a greater reliance on regular wage/salary earnings in urban areas.](#)

Table 7: Labour Force Participation Rate (in per cent) for major religious groups in all-India, with a focus on women:

Major Religious Groups	Labour Force Participation Rate (Rural)	Labour Force Participation Rate (Urban)
PLFS (2019-20)		
Hinduism	25.7	19.5
Islam	14.1	11.7
Christianity	32.9	27.6
Sikhism	21.4	16.2
all	24.7	18.5
PLFS (2018-19)		
Hinduism	20.5%	17.1

Islam	11.0%	10.4
Christianity	27.6%	23.8
Sikhism	15.4%	14.1
all	19.7%	16.1
PLFS (2017-18)		
Hinduism	19.1%	17.1
Islam	10.5%	8.8
Christianity	22.8%	22.6
Sikhism	11.0%	15.6
all	18.2%	15.9

Data source: (Periodic Labour Force Survey (PLFS), 2020.); (Compiled and analyzed by authors)

Labor force participation rates for women vary among different religious groups in India. Women from the Christian community consistently exhibit higher labor force participation rates compared to women from other religious groups. Women from the Hindu and Sikh communities generally have intermediate labor force participation rates. However, women from the Islamic community tend to have lower labor force participation rates. This shows the cultural and social factors restraining these women in participating in economic activities of the country. Labor force participation rates for women are generally higher in rural areas compared to urban areas across all religious groups. (Why?)

Women Earnings from Self employment

Table 8: Average gross earnings (in Rs.) for women during the last 30 days from self-employment work in the current weekly status during the survey period 2019-20 in all-India:

Survey Period	Rural	Urban
July-September 2019	4558	7141
October-December 2019	5010	7193
January-March 2020	4675	7658
April-June 2020	4664	6857

Data source: (Periodic Labour Force Survey (PLFS), 2020.); (Compiled and analyzed by authors)

Across all the survey periods, women in urban areas consistently earned higher average gross earnings compared to their counterparts in rural areas. The earnings for women in rural areas ranged from 4558 Rs. to 5010 Rs., while those in urban areas ranged from 7141 Rs. to 7658 Rs. The combined rural-urban average earnings for women fell within the range of 5114 Rs. to 5536 Rs. These findings highlight the existing disparity in earnings between rural and urban areas for women engaged in self-employment work. Efforts are needed to address this gap and provide greater support and opportunities for women in rural regions to enhance their earning potential and promote economic empowerment.

Home-based workers globally

Table 9: Millions of people employed in Home-based workers in total, agriculture and non-agriculture employments by sex

	Total (World)	Women (World)	Men (World)	Total Non- Agricultural (World)	Total Agricultural (World)
World	259.6	146.8	112.8	217.5	42.1
Developed	35.4	17.3	18.0	32.8	2.6
Developing and Emerging	224.2	129.4	94.8	184.6	39.6

Data source: (Home-based Workers in the World: A Statistical Profile,2021.); (Compiled and analyzed by authors)

Worldwide, there were a total of 259.6 million home-based workers. Out of this, 146.8 million were women, while 112.8 million were men. This indicates a significant presence of home-based workers globally. [Women constituted a larger proportion of home-based workers compared to men specifically in developing regions.](#) It also indicates that the non-agricultural sector is a major source of home-based employment worldwide. [Data indicates that home-based work is more prevalent in developing and emerging regions, with a larger proportion of individuals engaged in agricultural activities.](#) The data reveals that home-based work is more prevalent in developing and emerging regions compared to developed countries, emphasizing the importance of considering regional contexts when examining home-based employment trends. The disparities observed between developed and developing/emerging regions emphasize the need for targeted policies and support systems to address the specific challenges faced by home-based workers, particularly focusing on gender equality and labor conditions.

Table 10: Percentage of people employed in Home-based workers in total, agriculture and non-agriculture employments by sex

	Total (World)	Women (World)	Men (World)	Total Non- Agricultural (World)	Women Non- Agricultural (World)	Men Non- Agricultural (World)
World	8	11	6	9	13	7
Developed	6	7	6	6	6	5
Developing and Emerging	8	13	6	10	15	7

Data source: (Bonnet, Carré, Chen, & Vanek, 2021); (Compiled and analyzed by authors)

- **Total Employment:** Globally, home-based workers accounted for 8% of the total workforce. Women had a higher percentage of employment in home-based work, with 11% compared to men at 6%. [This indicates that home-based work is a significant contributor to overall employment, particularly for women.](#)
- **Non-Agricultural Employment:** In terms of non-agricultural home-based work, it constituted 9% of total employment worldwide. Women had a slightly higher percentage at 13% compared to men at 7%. [This suggests that non-agricultural home-based work is relatively more prevalent among women.](#)

- **Developed Countries:** In developed regions, home-based workers represented 6% of the workforce. Both women and men had similar percentages of employment in home-based work, with women at 7% and men at 6%. [This indicates a relatively equal distribution of home-based work between genders in developed countries.](#)
- **Developing and Emerging Regions:** In developing and emerging regions, home-based workers accounted for 8% of the workforce. Women had a higher percentage of employment in home-based work, with 13% compared to men at 6%. [This suggests that home-based work, particularly in developing and emerging regions, is more prevalent among women.](#)

These findings underscore the importance of understanding the gender dynamics and the types of employment within the context of home-based work.

Home-based workers in India

Table 11: Millions of people employed in Home-based workers in total, agriculture and non-agriculture employments by sex in India, 2004-5 to 2017-18

Year	Total	Women	Men	Agriculture Women	Agriculture Men	Non-Agriculture Women	Non-Agriculture Men
2004-05	47.14	27.54	19.60	12.74	2.66	14.80	16.94
2011-12	49.20	25.48	23.72	9.02	2.13	16.46	21.59
2017-18	41.85	17.19	24.66	4.71	3.91	12.48	20.75

(Raveendran, 2020); (Compiled and analyzed by authors)

[The number of women engaged in home-based work is consistently higher than men across all years.](#) In 2004-05, there were 27.54 million women and 19.60 million men involved in home-based work. Similarly, in 2011-12 and 2017-18, the number of women engaged in home-based work was higher than men. [Overall, the findings suggest a decline in home-based employment in India, with a higher proportion of women involved in this sector compared to men. The agricultural home-based work sector experienced a more significant decline compared to the non-agricultural sector.](#)

Table 12: Percentage of people employed in Home-based workers in total, agriculture and non-agriculture employments by sex in India, 2004-5 to 2017-18

Year	Total	Women	Men	Agriculture Women	Agriculture Men	Non-Agriculture Women	Non-Agriculture Men
2004-05	10.5	19.2	6.4	12.2	1.8	38.0	10.8
2011-12	10.5	20.1	7.0	11.5	1.5	34.1	11.0
2017-18	9.1	16.4	6.9	8.2	2.9	26.5	9.4

(Raveendran, 2020); (Compiled and analyzed by authors)

The provided table reveals that throughout this period, a higher proportion of women were engaged in home-based work compared to men. Moreover, within the agricultural home-based work sector, women consistently outnumbered men, with women's participation declining from 12.2% in 2004-05 to 8.2% in 2017-18, whereas men's involvement increased from 1.8% to 2.9%. In the non-agricultural sector, women accounted for a larger share than men, albeit with a declining trend. [These findings indicate the significant contribution of women to the home-based work sector in India, highlighting the need for gender-focused policies and initiatives to address the specific challenges faced by women in this type of employment.](#)

3. UNVEILING THE DYNAMICS: EXPLORING WOMEN'S HOME-BASED EMPLOYMENT IN INDIA (PART 2)

Women Homeworkers

A marginalized section of women of India who mostly work as informal labour constitute a specific category known as **homeworkers** (Mackenzie, 1987; Samson, 2020). These women homeworkers mostly work in their houses or at employer's places at piece-rate contracts and majorly dependent on middlemen to reach out to local market (*Al-Dajani, 2015*). There have been several transnational advocacy networks working for their rights and trying to articulate their movements as broader global conversation under the regimes of Global Justice network (GJN) (G. M. Zulfiqar, 2020). International Labor Organization's (ILO) Convention C177, known as the Home Work Convention recognizes Home-based workers (HBWs) and calls on nation states to provide these workers with the same rights as those with formal jobs (ILO, 2018). The challenges and vulnerabilities of these women are inextricably linked to global movements and politics, and they must be addressed explicitly (G. M. I. R. Zulfiqar, 2019).

The Self-Employed Women's Association (SEWA) in India has been a pioneer in addressing the vulnerabilities faced by women home-workers. Founded in 1972 by Ela Bhatt, SEWA is a trade union that has organized over 40,000 poor women workers in Gujarat, striving for higher wages, better working conditions, social security benefits, additional employment opportunities, the abolition of police harassment and middlemen exploitation - in short, greater social and economic justice (E. Bhatt, 1989). SEWA recognized that homeworkers, who constitute nearly 90% of the country's workforce, were unaccounted for and lacked access to labor legislation, representative organizations, or employee benefits such as leave, provident funds, allowances, health care, skills training, legal aid, or credit (Prügl & Tinker, 1997). They do not have a direct connection to organized industry, modern technology, or facilities. All they know is their trade's skills and knowledge (Webster, 2011). The "home" or worker residence is the deciding factor in classifying them as homeworkers.

However, while these transnational organizations are actively mobilizing the vulnerable voice of women homeworkers in India, there is a significant underrepresentation of Muslim women homeworkers who face severe spatial confinement and societal taboos while pursuing home-based work and dwindling on the horizons of poverty (Lourdes, 2001). The SEWA study found

that only 1% of Muslim women homeworkers were represented, which needs to be investigated further (Hiriyur, 2020). During COVID-19 women homeworkers due to their informal work status were coping with livelihood loss. They were looking to adopt work alternatives that could be done remotely or from home, however, they lacked the assets and capacity to do so. There were issues of even food security. As per the study conducted by WIEGO in Gujrat, on average, respondents were skipping 4-5 meals per month despite the fact that 80 per cent of the respondents received government-provided ration. There were challenges to access to social services such as healthcare, child care and insurance was restricted during the lockdown period. Therefore, is an urgent need to extend at least basic, universal social protection, including healthcare, childcare, insurance, pension and basic housing for all informal workers, and particularly for women workers (Federation et al., 2020).

Despite the efforts for homeworkers in Indian legislation and federation policies, the majority of these groups of women homeworkers continue to be labeled as "marginalized" or "underprivileged." As a result, they have not progressed as much as they should have (Sivasubramanian et al., 2020). To address this issue, SEWA created Homenet for South Asian women homeworkers in collaboration with WIEGO (Webster, 2011; G. M. Zulfiqar, 2020). Entrepreneurial prospects could be solutions, but these women, who lack access to organized industry, modern technology, or facilities, are not capable of carrying them out (Carr et al., 2000a). To create a sustainable and consistent income stream for these homeworkers, it is necessary to create business models that adapt to their skills and knowledge (Naz, 2017). Social solidarity considerations on the part of the privilege class are a necessary step to take, but not for the purpose of creating a hierarchical NGO-based structure, but rather to unionize in order to create entrepreneurial opportunities for these women homeworkers (Hormiga E., 2021).

Women homepreneurs

Now, with the advent of new technologies and economic reforms, the ways in which women contribute to the economy are evolving (McAdam et al., 2018). Increasingly, women are turning to home-based businesses as a means of financial empowerment and independence (Rodríguez-Modroño, 2021b). From garments and baking, to block-printing and handloom handicrafts, these ventures offer a path out of poverty and income inequality for women and their families (Muhammad, Kong, et al., 2021b; Muhammad S., Ximei K., Saqib S.E., 2021). This is especially important in rural areas and countries where job opportunities are limited. Home-based businesses not only create jobs, but they also help to grow the economy by birthing new businesses and increasing productivity (Meisam Modarresi, 2016). These businesses inspire creativity and entrepreneurship, leading to the emergence of new products and services and the expansion of other businesses (Vorley T., 2014). But the benefits of these home-based businesses extend beyond the economy. They also have a transformative impact on society, breaking down social barriers and promoting gender equality by giving women the opportunity to participate in the economy on the same level as men (Alhothali, 2020). The Indian government has also recognized the potential of these home-based businesses and has implemented various schemes to promote and support women in starting their own ventures (Becker et al., 2015). With this support, the entrepreneurial spirit of women in India is

flourishing, and the country is on the cusp of a new era of economic growth and empowerment for women (Banerjee & Duflo, 2007).

The literature reveals a new breed of entrepreneurs emerging - the homepreneurs (Singu, 2018). A homepreneur is an enterprising individual who dares to blaze their own trail, striking out on their own to run a business from the comfort and familiarity of their own home (Annett, 2020; D.L., 2003). They are a jack of all trades, dabbling in a myriad of business ventures - be it the digital realm of e-commerce, the handiwork of crafting, the acumen of consulting, or the freedom of freelancing (Rodri, 2021). They are the ultimate multitaskers, juggling their entrepreneurial pursuits with the daily demands of life, such as the nurturing of kids and the care of loved ones (Bose, 2019; *How to Start a Business on Your Kitchen Table* by Shann Nix Jones, 2020; Sweeney, 2007). These individuals, who are both self-employed and self-managed, stand apart from those who work from home but are considered full-time employees. The structure of these home-based businesses can be fluid and informal (Sayers, 2010). Often, homepreneurs are lone wolves who operate independently (Daniel et al., 2014; Deepa, 2007). The research also uncovers different subcategories of homepreneurs such as Mompreneurship (Demeter Press | *Mothering and Entrepreneurship*, 2020; Jean & Forbes, 2012; Richomme-Huet & Vial, 2014; Rodrigues et al., 2022) and Kidpreneurship (Bashar et al., 2022). Mompreneurs for instance, tend to select product lines that cater to women or have a feminine touch. Nevertheless, more and more college students, young men, and women are also turning to home-based businesses as their primary source of permanent employment (Thompson et al., 2009). Starting a business can be challenging, as it requires significant resources, but home-based entrepreneurship emerges as a viable alternative for many, as it allows them to establish multiple income streams with relatively fewer resources (Roomi, 2004). Setting up a home-based business is relatively simple, as it requires minimal capital investment, as low as 10-20 thousand INR, depending on the nature of the business (Walker et al., 2012). It may require less investment but it demands determination, motivation and innovative business ideas based on expertise and skills. The research suggests that home-based businesses are a viable option for individuals looking to start a business while keeping the investment low and leveraging their expertise and skills (Meisam Modarresi Zahra, 2016).

It is important to note that there is a significant difference between women entrepreneurship and self-employment. While women entrepreneurship is about challenging the conventional roles and expectations placed on women in society (Jennings & Brush, 2013), self-employment is simply an alternative source of income. Women homepreneurs are those who are actively seeking to disrupt societal norms and pave the way for future generations of women entrepreneurs. On the other hand, women homeworkers are those who are simply seeking to supplement their income and gain a greater level of financial independence. Therefore, it is imperative to make a distinction between women homeworkers and women homepreneurs as they represent two distinct groups of women with different motivations, aspirations and challenges.

Theoretical framing

Women's career patterns can be seen as a kaleidoscope, where they rotate different aspects of their lives to find the best fit (Mainiero & Sullivan, 2005). The kaleidoscope model's ABC

parameters (Authenticity, balance, and challenge) are significant at different stages of a woman's life, shifting like mirrors in the kaleidoscope. In later stages, authenticity becomes a priority as women aim to remain true to themselves in their career, family obligations, and chosen challenges. This is in line with the boundaryless career theory, which emphasizes independence from traditional career arrangements, allowing movement across employers and validation drawn from professional identity rather than from a specific employee (Arthur, 2016; Greenhaus et al., 2008). Women's strong networks can contribute to success in this type of career. Meanwhile, the portfolio career theory proposes that women can create a collection of different activities and roles in which they utilize their specialized skills and experience to produce a diverse range of work for various customers (Clinton et al., 2006). While this can lead to positive outcomes, it may also result in negative outcomes, such as financial insecurity and social isolation. The boundaryless career and portfolio career approaches can help women keep their career options open and pursue self-fulfillment and balance between work and non-work roles (Stavrou & Ierodiakonou, 2011).

Moreover, the well-being of women entrepreneurs has a multiplier effect, positively affecting not only their own well-being but also their households and children's success. The higher the level of well-being, the greater the economic and social benefits to the labor force and society as a whole (Lepeley, 2019). Overall, a combination of these theories can help women create fulfilling and successful careers that align with their personal and professional aspirations (Mallon & Cohen, 2001). In the context of women homepreneurship, these theories can be especially valuable. With the rise of remote work and online businesses, many women are turning to entrepreneurship to achieve the flexibility and independence they desire.

Collaborative entrepreneurial approach

Microenterprise development is a strategy that has gained attention for its potential to increase citizen participation, empower communities with economic opportunities, and bring about social and political change. Programs such as Proshika in Bangladesh and SEWA in India are believed to promote solidarity among individuals and contribute to personal empowerment. Participatory development is seen as socially desirable as it develops people's consciousness and encourages problem-solving within communities. Participation in microenterprise programs is believed to lead to increases in income, assets, and self-employment opportunities for the entrepreneurial poor (N. Bhatt, 1997). Entrepreneurial collaboration between women who indulge in home-based businesses is an important and under-researched area. It has the potential to increase citizen participation, empower communities and bring about social and economic change. Collaborative entrepreneurship is a concept that refers to the creation of economic value through the sharing of ideas and information (Franco & Haase, 2013). This type of entrepreneurship is particularly useful in developing countries where opportunities may be limited. The key to collaborative entrepreneurship is the ability to achieve mutually beneficial results by working with individuals, businesses, and government entities. The idea is that by sharing knowledge and information, new opportunities can be created and economic value can be generated (Ratten, 2014). This shift in perspective recognizes that entrepreneurial behavior and mindset can come from diverse backgrounds and contexts (Al-Dajani & Marlow, 2013).

Theoretical framing

Theories related to collaborative entrepreneurship can shed light on the benefits and potential outcomes of collaborations between women homepreneurs and homeworkers. Opportunity theory emphasizes the importance of co-creation in entrepreneurship and stakeholder cooperation to create new value in the world (Alvarez & Barney, 2007, 2010). In the context of collaborations between privileged homepreneurs and marginalized homeworkers, this theory can be seen as creating new opportunities for both parties by combining their strengths and resources (Alvarez & Barney, 2014; Alvarez & Busenitz, 2001). Such collaborations can also bridge the gap between elite and marginalized groups and promote social inclusion. Co-creation in entrepreneurship has the potential to work and unleash the power to co-create new value in the world. It requires a shift in mindset and approach from traditional entrepreneurship, recognizing that success is not only determined by the efforts of an individual entrepreneur but also the collective efforts of all the stakeholders involved (Karami & Read, 2021).

Likewise, theory of creative construction highlights the role of knowledge spillovers as a key mechanism for new venture formation and economic growth. This theory supports the idea that collaborating between women homepreneurs and homeworkers can combine unique perspectives and skills to develop new products, services, and business models (Agarwal et al., 2004). It also emphasizes the importance of social networks and communities in fostering collaboration and creativity, leading to a more inclusive and equitable business environment (Agarwal et al., 2007). Through collaboration, these two groups can share their knowledge and resources, building a community of support and mutual benefit and contributing to the overall growth of the economy.

3.1 Methodology

Research Context and Data Collection

- **Homepreneurs**

The research methodology involved a comprehensive review of relevant literature on the research topic, followed by initial interviews with several women who operate home-based businesses both online and offline. The objective of these interviews was to determine the specific types of questions and details necessary for the research. After assessing the first two interviews, we contacted 20 home-based women entrepreneurs from different demographics to understand the basic details of the sector. Out of these 20 women, 14 agreed to participate in telephonic interviews, those 14 women homepreneurs from various cities across India were selected for the study, and interviews were conducted either in-person or via telephone, specifically focusing on women operating home-based businesses. The sample of women selected for the interviews was diverse, representing different age profiles, educational qualifications, and sectors. They also had different orientations and motivations towards their business operations. The study focused on home-based businesses operated by women. The interviews aimed to understand the challenges, opportunities and strategic interventions associated with women operating home-based businesses. The participants were selected based on their availability, willingness to participate in the study, and their suitability to provide rich and insightful data. To ensure the confidentiality of the participants, pseudonyms have been

used to refer to the respondents in the study. Only prompts were given in between interviews, otherwise author gave free space to interviewees where they narrate their whole stories themselves. A brief profile of all the respondents is given below along with an interview guide.

Table 13: Informants Detail

Informants	Age bracket	Marital status	Qualification	Home-based business type	Category
1.	25-35	Married	B. Tech	Bakery	Team (Husband-wife)
2.	25-35	Un-married	Commerce	Manufacturing and selling of home-made pickles and spices	Team (Mother-daughters)
3.	25-35	Married	Ph.D.	Jewelry designing and manufacturing	Team (Mother-daughter duo)
4.	20-30	Unmarried	B.com	Manufacturing and trading of women accessories	Alone
5.	35-45	Married	M.B.A	Online consultancy and home-cooked food	Mother-daughter in law)
6.	35-45	Married	Diploma in SE	Product manufacturing and selling (Hair oil)	Alone
7.	20-30	Unmarried	M.B.A	Service (Event management)	Team (friends) Freelancer
8.	20-30	Unmarried	M.B.A	Service (Social media Modelling and influencing)	Alone Freelancer
9.	25-35	Married	B.D.S	Service (Makeup artist)	Alone Freelancer
10.	45-55	Married	M.B.A	Product (women jewelry and accessory)	Alone
11.	40-50	Married	Ph.D.	Product (Bamboo made home-accessories)	Team (Husband-wife)
12.	20-30	Unmarried	Senior secondary	Service (Blogging)	Alone Freelancer
13.	45-55	Married	M. Anthropology	Service (Home-cooked food)	Alone
Interview guide					
○ Qualification ○ Married/un-married, age ○ What is the motivation behind your business plan? ○ Is it a product or a service? ○ What value do you provide to the public, and how will you monetize it? ○ What are your expectations from your offering? Do customers indeed require it? Have you done any prior market research? ○ Are you specialized/skilled in the product you are selling? Or are you going to outsource your final product? ○ What kind of value proposition is being offered? (Price, convenience, novelty, customization) ○ Amount of initial investment (Self-financed or sponsored)					

- Current turnover
- Employee count
- Key partners and collaborators, if any?
- Value chain network: how do you obtain raw materials for your finished products?
- What is the selling mode?
- How do you promote and advertise? (Online, physical store, home) Mode?
- How do you brand your product?
- Competitors/ if established businesses are already up and running?
- Target customer base
- Pricing (fixed or flexible)
- What are the challenges you face as a working woman? (Personal and professional)

• Homeworkers

During our interviews with homepreneurs, we discovered that women who are not from privileged backgrounds are also earning money by creating artistic works from their homes. Unfortunately, they are subjected to severe societal and patriarchal constraints. To further understand this issue, we conducted a literature review and discovered the history of women homeworkers, which raged after Ela Bhatt, founder of SEWA, fought for their rights. However, not all homeworkers are in a quasi-employment relationship; some are independently selling their products by relying on exhibitions and local markets. Unfortunately, they are not very advanced and cannot rely on digital platforms like homepreneurs. We identified a local NGO that educates women from destitute backgrounds on soft and hard skills and provides temporary employment for artistic work at a piece-rate wage. We conducted three in-depth interviews with women from this NGO to understand their life experiences, their need for work, and why they are confined to their homes even when they want to earn. After the interviews, we experienced data redundancy. We conducted thorough interviews with the women who work with this NGO, and also held follow-up sessions with the head of the association to gain a better understanding of their socio-economic backgrounds and the challenges they commonly face. Initially, the women were reluctant to share personal information, but they became more open once we assured them of their anonymity and answered any questions they had. The interviews were conducted in-person at the premises of the NGO.

Table 14: Informants Detail

	Age	Marital Status	Education	Type of homework	Family Background
1.	15-20	Unmarried	Senor-secondary	Art and craft	Father is a Tailor
2.	30-40	Married	High-School	Applique worker	Husband is a Auto-rikshaw driver
3.	20-25	Unmarried	Senior-Secondary	Handicraft	Father is a Factory worker
Interview guide					
○ What is your family background? ○ Why did you decide to join this NGO? ○ What kind of assistance does this NGO provide, financial or social? ○ Do you want continius employment or you are happy being working for NGO?					

- Are you satisfied with the wages?
- Have you started your own business? (Those who have started their business)
- Your goals/dreams in life and regarding your business?
- What issues do you consider important to discuss or seek advice on?

• Combined interview

After conducting an extensive exploration of women homepreneurs and homeworkers, this study introduces a concept that is ‘collaborative entrepreneurial approach’ that addresses the needs of both groups. The study delves into the dynamics of how women homepreneurs are partnering with women homeworkers and why the latter are eager to work for these homepreneurs. To gain a deep understanding of these dynamics, we conducted five in-person, in-depth interviews with both homeworkers and homepreneurs of their respective business setup. Our goal was to gain a deeper understanding of the collaboration process, so we made sure that both homepreneurs and homeworkers were present during the interviews. Two authors conducted the interviews, with one author leading the questioning and the other author taking notes on observations such as the relationship between homepreneurs and homeworkers, physical appearance, expressions, and settings.

Table 15: Informants Detail

	Category	Age	Marital Status	Education	Type of homework	Family Background
1	Homepreneur	60-70	Married	M.Sc.	Applique craft (Handwork Embroidery)	Husband used to be a university professor
2.	Homeworker	30-40	Married	7 th grade	Applique worker	Husband is a tailor
3.	Homepreneur	50-60	Married	Graduate	Apparel designing and handwork embroidery	Husband is a businessman
4.	Homepreneur daughter-in-law	25-35	Married	B. Tech	Business consultant and in-charge of marketing	Husband is an Engineer
	Group of Homeworkers	20-60	Both	Below senior secondary education	Handwork artisans	Coming from humble origins, residing in slums
Interview guide						
○ How collaboration is helping you? (Both homepreneurs and homeworkers) ○ Do you think it is necessary for your entrepreneurial pursuit? ○ How is it contributing to your business? ○ Are there any social outcomes too? ○ How it will lead to greater good in society and economy? ○ What kind of needs are satisfying by this collaboration?						

- What else do you think might help both the groups?

Data Sources and Usage

Table 16: Data Source Summary

Source of Data	Types of Data	Use in Analysis
Interviews with women homepreneurs	The data set consisted of 14 in-depth interviews conducted with women homepreneurs, who represented a diverse age range of 20 to 60 years old. These women were actively involved in running businesses, both online and offline, and came from financially stable families. The objective of the interviews was to gain a deeper understanding of the entrepreneurial journey of these women, including their motivations, processes, challenges, and gains.	Learn about the experiences of women in home-based and understand their motivations, process, challenges and gains to provide research context.
Interviews with homeworkers	The data set consisted of 3 in-depth interviews conducted with women homeworkers who are involved in craft-based activities. These women come from humble backgrounds and have a diverse age range, spanning from 20 to 40 years old.	By analyzing this data, we understood about the unique challenges and opportunities faced by women from humble backgrounds and the information was used to ideate about ways to support and encourage these women homeworkers.
Combined interviews with homeworkers and homepreneurs	The data set consisted of 4 combined interviews conducted with both homeworkers and homepreneurs. The aim of these interviews was to understand the dynamic between these two groups and gain a deeper insight into their collaborative entrepreneurial journey. The interviews were designed to explore the relevant themes of this relationship, including the motivations, processes, challenges, and gains of working together.	By analyzing this data, we aim to provide valuable insights into the benefits and challenges of collaboration between homeworkers and homepreneurs and to support the growth of collaborative ventures in the entrepreneurial world. The combined interview transcripts will provide a written record of the answers given by each participant, making it easier to analyze the data and compare the perspectives of both groups.
Participant observation	The data set consisted of combined interviews conducted at the workplaces of both homeworkers and homepreneurs. The aim of these	By analyzing this data, we aim to provide a richer understanding of the working conditions of both groups and

	interviews was to observe the dynamic between these two groups and gain a deeper understanding of their living conditions. During the interviews, the verbatim and behaviors of both groups towards each other were closely monitored to gain insights into their activities and interactions.	to identify the key factors that contribute to their success or challenges. This information can be used to support and encourage the growth of businesses run by both homepreneurs and homeworkers.
Archival data	Archival information which was already available in the public domain about homepreneurs. This information was carefully screened, including social media accounts and websites, to analyze the intensity of their business activities.	The objective of this screening was to gain a deeper understanding of the entrepreneurial trajectory of homepreneurs.

Analysis

In this qualitative study, we adopted a theoretical sampling approach to ensure the generalizability of the results gathered from the respondents (Aguinis et al., 2021; Eisenhardt et al., 2016). Each interview was transcribed, and separate transcripts were created for each participant. The transcripts first translated as the interviews were conducted in Hindi, Urdu, or English, based on the convenience of the interviewee. The transcripts were then uploaded to NVIVO, where two authors conducted open coding to ensure consistency in the findings (Krippendorff, 2018). The first-order codes identified were then axially coded into different categories (Dennis A. Gioia, et al., 2013). Following this, a series of discussions were held between the authors, incorporating insights gained from the literature review and interviews, to identify themes that encompassed challenges, motivations, homepreneurship, strategies, and potential themes resulting from the data. To further enhance the rigor and credibility of the study, we adopted a reflexive approach in the data analysis (Pratt et al., 2020, 2022). This involved reflecting on the researcher's own biases, assumptions, and perspectives and how they may have impacted the data collection and analysis (Hsieh & Shannon, 2005). Additionally, we engaged in member checking with the participants to ensure that our interpretations accurately reflected their experiences (Jonsen et al., 2018). Furthermore, to ensure the transferability of our findings, we also provided rich and detailed descriptions of the study context, including the demographics of the participants and the sampling process (Krippendorff, 1980). The findings shed light on the world of women homepreneurs and homeworkers by providing a comprehensive understanding of their motivations, employment relationships, socio-economic backgrounds and a vivid look into the collaboration process of women operating financially from their homes.

3.2 Findings of Part 2

3.2.1 Structurization of women homeworking and homepreneurship

After conducting an extensive literature review, statistical analysis and collecting data, the study categorized women who engage in entrepreneurial activities from home into two self-

employment categories based on their motivations, employment relationships, and socio-economic backgrounds. The study found that the group of home workers, who make up the majority of the Indian labour force, has received attention from researchers in limited contexts. Home workers are informally employed and are commonly referred to as artisans, industry workers, or craftworkers. The concept of union considers them as informal workers and emphasizes their social and economic upliftment through unionization. In contrast, the World Bank's pragmatic approach classifies home workers as microentrepreneurs who require financial and operational support to grow their businesses. This approach has led to the emergence of the term "homepreneur" to describe urban socially uplifted women homeworkers who have successfully transformed their work into small businesses.

The COVID-19 pandemic had a significant impact on women homeworkers, primarily due to their informal work status. Many faced livelihood losses and searched for alternative remote work, but lacked the assets and capacity to do so, highlighting the need for consistent employment opportunities. This study also revealed that Muslim women are often excluded from emancipatory initiatives designed for women homeworkers, further marginalizing this vulnerable group. Consequently, there is a pressing need for more comprehensive support and interventions to ensure equal access to opportunities for all women in this category.

Consequently, this research demonstrates that the term "homepreneur" is a promising development for women homeworkers, but there is a need for greater research and support to ensure that all women in this category can thrive. This support must encompass financial and operational assistance, as well as measures to guarantee equitable access to opportunities for success.

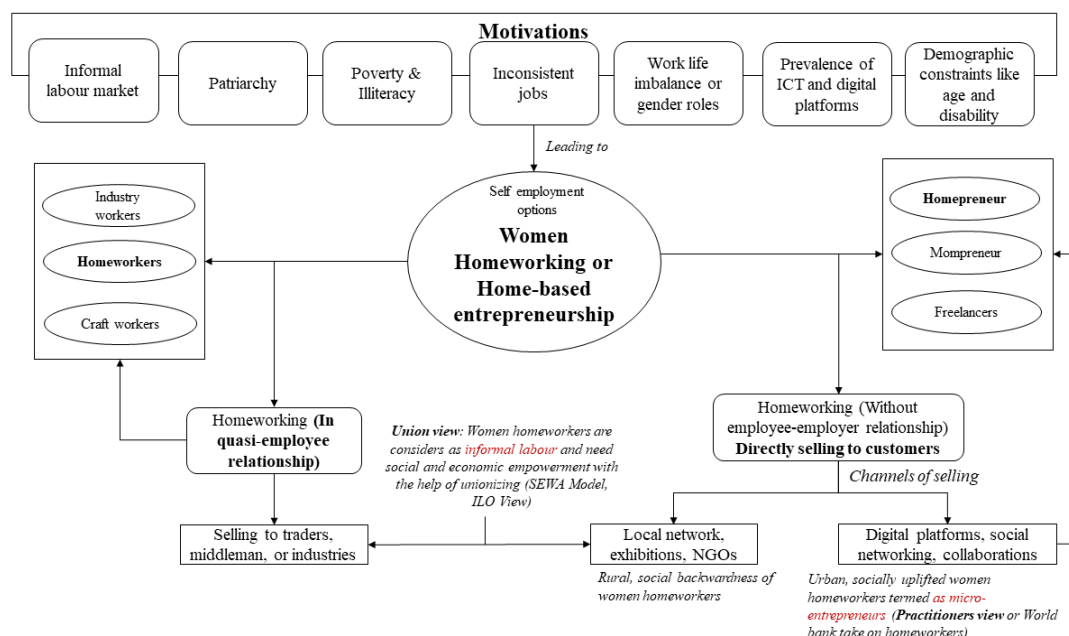


Figure 1: Structurization of women homeworking and homepreneurship (Source; Authors)

Women Homepreneurship

Based on research findings, home-based businesses have become a popular option among women, as they provide the opportunity to meet financial, family, and social demands. These women, referred to as "homepreneurs," are motivated by a passion for entrepreneurship and a desire for self-fulfillment. They often come from privileged backgrounds and have a strong sense of responsibility towards society, economy, and community. One of the key motivators for these women is the ability to balance their professional and family responsibilities. By starting a home-based business, they are able to create an additional source of income without neglecting their families. Many of these women have adopted online business channels to avoid the risk of disrupting their family life. The contributions of these women in their families are often undocumented and underestimated, but their role as responsible caregivers and educators is vital to society. However, balancing the demands of a spouse, family, and work can be challenging at times. Despite these challenges, home-based enterprises have proven to be a substantial and rewarding path for many women. One key motivator for women between 35 and 45 years of age is the desire for an improved quality of life. This can include a desire for greater flexibility in their work schedules, as well as the ability to generate income without being tied to a traditional office or workplace. However, many of these women still face challenges related to limited revenues and salaries, which can impact their ability to achieve financial stability. For younger women, personal values and goals often play a more central role in their decision to pursue self-employment through a home-based business. These women are often motivated by a desire for enthusiasm, fulfillment, and the ability to generate income by utilizing skills they already possess. This can include a variety of activities, from food blogging and social media influencing to makeup artistry and other creative pursuits.

In addition to these benefits, home-based businesses are also an excellent option for a diverse range of individuals, including people with disabilities, migrants and refugees, senior citizens, and students. For these individuals, the convenience and flexibility of a home-based business can be particularly appealing, as it allows them to work from virtually anywhere and complete business functions through digital platforms. Furthermore, the global reach of the internet means that it is easy to get started and generate income through a home-based business, even in foreign nations and locales. This makes it an excellent alternative for migrants and refugees who may have been uprooted from their home countries and are seeking new opportunities for financial stability and independence.

In short, home-based businesses offer a range of benefits and advantages that make them an appealing option for a diverse range of individuals. Whether you are seeking greater flexibility in your work schedule, the ability to pursue creative passions, or simply a way to generate income on your own terms, a home-based business could be the perfect solution.

Women homeworking

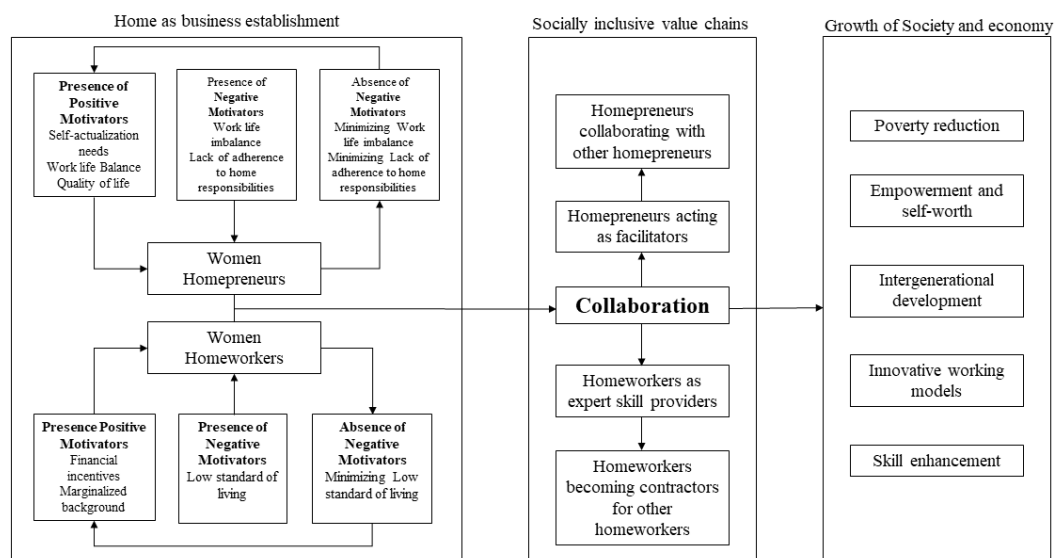
The findings of the study illustrate that many of these homeworkers come from humble origins and may have limited education, typically ending at the intermediate level. They may have been unable to continue their education due to financial constraints. They primarily reside in urban slums or on the outskirts of cities. The societal pressures for women to not work outside their homes may also pose a challenge for these homeworkers. Many have to hide their work from their husbands, who may not approve of their wives working and earning. However, mothers in these situations often prioritize their children's education and may rely on their own

earnings to support it. These women have their own limitations, and their families may not want them to work in certain types of jobs or to leave the house for extended periods. Despite these challenges, they continue to work to earn money and support their families. These women homeworkers prioritize providing for their families while balancing the needs of their own children and other family members. They take full accountability for their actions and feel a sense of satisfaction in being able to contribute financially to their households. Additionally, many of these homeworkers strive to promote other women in the workforce.

However, these homeworkers face challenges in expanding their businesses due to a lack of assistance. Some young women, particularly those from low-income backgrounds, may work with homepreneurs as a means to support themselves and their kids' education. The income earned by homeworkers varies based on the type of work they do, but on average, they earn between 10,000 to 15,000 rupees per month. Some have joined homepreneurs to work on crafts such as applique¹ and earn a decent wage.

3.2.2 Collaborative entrepreneurial approach between women homepreneurs and homeworkers

The study demonstrate how women from diverse socioeconomic backgrounds are collaborating and exchanging knowledge through home-based business ventures. This inclusivity in the entrepreneurial process is leading to mutual benefits for all the parties involved, including the growth and sustainability of the business. The study discovered how collaboration is making the 'home' a feasible place for women to establish businesses, generating socially inclusive value for both society and the economy.



¹ Applique craft: Appliqué is a crafting technique that involves sewing a small piece of fabric onto a larger piece of fabric or background to create a decorative design or pattern. Appliqué is a crafting technique that involves sewing a small piece of fabric onto a larger piece of fabric or background to create a decorative design or pattern.

Figure 2 Entrepreneurial collaboration between homepreneurs and homeworkers
(Source; Authors)

Home as a Business Establishment

The data findings reports that homepreneurs have the convenience of having their entire business operations set up within the comfort of their own home. They are equipped with all necessary machinery and equipment to perform their business tasks, eliminating the need to commute to a physical office. This arrangement is also beneficial for women homeworkers, as it allows both the groups to effectively manage both their personal and professional lives. This flexibility enables them to be more productive and efficient in their work.

Moreover, contrary to the popular belief that family can act as a barrier for women seeking to advance their careers, research has found that, in the case of homepreneurs, family can actually serve as an asset. One key way in which family is supporting homepreneurs is through the provision of social capital, which refers to the networks and resources that individuals can tap into to achieve their goals. Study have shown that husbands of homepreneurs often play a significant role in providing this social capital, through offering networking opportunities and other forms of support that are necessary for the success of a business. Additionally, relatives and friends with similar interests have also become business partners in some cases, providing valuable experience and expertise that can contribute to the success of a business. Another important factor to consider is that, in many low-income families, women homeworkers and homepreneurs often work alongside their husbands, forming equal partnerships in which both individuals contribute financial and human resources to their joint endeavors. This further highlights the potential for family to serve as an asset for homepreneurs, rather than a barrier. Hence, the relationship between family and the career aspirations of women homepreneurs is complex and multifaceted.

Socially Inclusive Value Chain

The research findings indicate that a complex value chain exists in which women from marginalized communities in urban slums of small cities are connected to big brands like Fab India. This value chain involves collaboration among women from different socioeconomic backgrounds, with each group contributing unique skills and resources to the business. The research identifies four levels in this value chain:

- At the first level, women homeworkers deal with contractors delegated by women homepreneurs. These women homeworkers often possess specialized skills that are in high demand, and they provide these skills to the enterprise in exchange for a fair wage.
- The second level involves women contractors dealing with women homepreneurs. These contractors who themselves are homeworkers but “learned” act as intermediaries between the homeworkers and the homepreneurs, and they coordinate the production process and ensure that the finished product meets the desired quality standards.

- The third level involves homepreneurs dealing with other homepreneurs residing in different cities and locations. This level of collaboration involves the sharing of resources, knowledge, and expertise, and it enables homepreneurs to expand their reach and access new markets.
- The fourth level involves the final product being provided to customers or contracted with big brands via marketing and exhibiting of products in big cities. This level involves the commercialization of the product and the distribution of the product to a wider audience.

The research finds that this model of collaboration is inclusive and beneficial for all women involved, regardless of their socioeconomic background. Additionally, the research also found evidence of top-down collaborations where privileged homepreneurs are learning from and collaborating with marginalized homeworkers who are experts in particular skills, and these homepreneurs are monetizing those skills. The research highlights how this entrepreneurial collaboration can be a successful model for inclusive economic growth and empowerment of women from marginalized communities.

Homepreneurs as facilitators of change for homeworkers

The social standing and extensive networking of women homepreneurs have proven to be a valuable asset in the world of homeworkers. These homepreneurs act as intermediaries between the homeworkers and larger marketplaces, negotiating favorable rates for orders and protecting the workers from exploitation. In many cases, these homepreneurs go above and beyond, selflessly supporting women homeworkers from marginalized backgrounds without taking any commission charges. This not only helps these women secure paid, skilled work, but also serves as a form of corporate social responsibility for the homepreneurs. Furthermore, these women homepreneurs often mentor women from destitute backgrounds, providing them with work and teaching them the necessary skills. They also arrange mentorship from their networks to help these women advance in their jobs. As a result of this collaboration, many women homeworkers have become the primary breadwinners for their families, earning more than their husbands and contributing to their children's education. This has led to an empowerment of women through the development of their skills, making them equal partners in their families.

Growth of Society and Economy

Collaborative entrepreneurship as a strategy for poverty reduction and skill enhancement

The collaboration of women homeworkers with homepreneurs has been shown to have a positive impact on their financial well-being. By participating in home-based business models, these women from lower socioeconomic backgrounds are able to improve their standard of living and reduce poverty levels. Furthermore, these models provide opportunities for the development of productive skills and the attainment of financial independence. Research has found that the relationship between homepreneurs and women homeworkers evolves over time. As the homeworkers become more proficient in their tasks, they are increasingly relied upon by the homepreneurs, who begin delegating more responsibilities to them. This consistent work allows the women to gain independence and, in some cases, they may even become homepreneurs themselves. These women may start their own micro-enterprises, eventually

becoming competitors of their former employers. It is worth noting that this type of home-based business model is not only beneficial for the women involved, but also for the local economy and society as a whole.

Collaborative entrepreneurship as a catalyst for intergenerational change

The research findings indicate that the consistent work opportunities provided to women homeworkers through their collaboration with homepreneurs has had a significant impact on their lives. One notable benefit is that many of these women are now able to afford to send their children to private schools in the city. This is a direct result of the increased income and financial stability achieved through their work with homepreneurs. Additionally, the skill development and independence gained through this type of work has also led to improved domestic collaboration and partnership with their husbands. Despite the fact that many of these women homeworkers have low educational backgrounds, the research shows that their children are performing well in their studies. This is a testament to the importance of education and the positive impact it can have on future generations. Furthermore, the children of these women have been found to assist their mothers in promoting their products online, which further increases the reach and potential for success of their home-based businesses.

Empowerment and self-worth

Women homeworkers, especially those from low-income and educational backgrounds, are a prime example of the pervasiveness of gender bias and patriarchal problems in today's society, as shown by the study's findings. According to the study, some of these women have no choice but to work covertly because their husbands neither help nor approve of their having separate sources of income. This can be a major setback for these women because they lack access to social capital and support networks that would otherwise help them grow their businesses. The study's findings also show that low-income mothers have a strong understanding of the value of education for their children, but are often unable to provide for them because of their own financial constraints. This further highlights the challenges women face in these situations because the mothers must often use their own income to pay for their children's education. However, homepreneurs from privileged backgrounds often have the support of their husbands but still feel dissatisfied because they have to put their professional aspirations on hold to tend to their families' needs. Having control over their own financial and emotional well-being and their own sense of worth is empowering, and so they see their home-based business models as providing them with significant value. Despite the challenges they face in managing their homes and home-based businesses, they secretly enjoy the feeling of independence and autonomy that comes from their home-based business.

Innovative working models for women

The research has highlighted the increasing popularity of alternate work models that allow for the balance of both career and home life. This trend is particularly prominent among women, who are increasingly opting to conduct business or work from home. The COVID-19 pandemic has further accelerated this shift towards online work and telecommuting. Despite this, there is still a perception that working from home is less productive or less professional than traditional

9-5 office work. However, many individuals find that working from home allows for a greater sense of autonomy and flexibility, enabling them to better attend to their familial responsibilities while also pursuing their career goals. The homepreneurs who have had successful home-based business models serve as role models for women who are facing difficulty balancing their work and family roles and looking at self-employment as a feasible career pursuit.

-(Insert Table17)-

4. DISCUSSIONS

In India, the engagement of women in the informal sector, particularly in home-based work, paints a complex and dynamic picture as revealed in part 1. Data analysis reveals various patterns and challenges faced by women in this sector, shedding light on the need for targeted policies and initiatives to promote gender equality and economic empowerment for formalizing the home-based work in India. One striking trend is the higher prevalence of women's participation in home-based work compared to men, particularly in developing regions (Edwards & Field-Hendrey, 2002). This indicates that women play a significant role in sustaining the household economy in developing economies, often through agricultural activities. Despite their substantial contribution, women in this sector often encounter barriers such as limited earning potential, lack of access to resources, and inadequate support systems. Recognizing the economic potential of home-based work and its significance in overall employment, it becomes crucial to promote inclusive growth and enhance the earning potential of women engaged in this sector. Moreover, the data suggests that women from the Islamic community tend to have lower labor force participation rates, pointing to cultural and social factors that may restrict their economic engagement (Althalathini et al., 2022). This highlights the importance of understanding and addressing these specific barriers to empower women from diverse backgrounds and ensure inclusive development.

While the rural areas exhibit a higher prevalence of self-employment in agriculture, urban areas display a greater reliance on regular wage/salary earnings (Light & Munk, 2018). This urban-rural divide underscores the differing patterns of household types and employment opportunities available to women. Urban areas consistently exhibit higher unemployment rates for women, particularly those with higher educational qualifications, indicating the need for interventions that address unemployment and improve education opportunities in rural areas. Furthermore, the data indicates that non-agricultural home-based work is relatively more prevalent among women in urban areas, suggesting that they often engage in entrepreneurial activities within their homes. However, there is a disparity in earnings between rural and urban areas for women involved in self-employment work. Efforts are required to bridge this gap, provide greater support, and enhance opportunities for women in rural regions, enabling them to unleash their full economic potential.

If the current trends continue, it is likely that a significant proportion of women in India will continue to be engaged in the informal sector. The data shows that self-employment, particularly as own account workers and helpers in household enterprises, is a prominent

category for women. This could indicate that women are opting for entrepreneurial ventures or informal household-based work due to limited opportunities in the formal sector (Rani & Unni, 2009). However, it is important to note that government policies and interventions can significantly influence the future trajectory.

Home as a business establishment

The research findings of part 2 indicate that there is a contrasting view regarding the scale and limitations of home-based businesses, particularly for women homepreneurs. In the case of women homepreneur, illustrates that the level of satisfaction is a significant factor in determining the size of the business. It was reported that some homepreneurs are satisfied with the level of business they have and the way they have contributed to the well-being of women homeworkers and their family. They did not want to disrupt their work-life balance by increasing the size of their firm. This perspective is not unique, as many women prioritize maintaining a balance between their family and their business. This is evident in the increasing number of women who have adopted online business channels, as they want to be present for their families while also generating additional income. Women view their families as institutions that they wish to operate efficiently, not just as a unit (Welsh et al., 2021). This is also a form of contributing to society as they raise their children to be competent and independent individuals. Therefore, it is necessary to even investigate the characteristics that constitute home for these women homepreneurs and homeworkers because the home is a defining construct of the motivations why these women choose to work from home.

Socially inclusive Value chain

It is important to note that while there may be debate surrounding the limitations of home-based businesses, it is also beneficial for the economy as these homepreneurs are contributing to the value chain by educating and empowering women homeworkers to become independent business owners. It is likely that a collaborative entrepreneurial approach between marginalized homeworkers and homepreneurs could be particularly effective in addressing and solving societal grand challenges (Fernhaber & Zou, 2022; Sutter et al., 2019). There has been significant global macro-organizing to defend the legal and social rights of homeworkers, but there is also a need for micro organizing to help these workers find equitable means of subsisting (Carr et al., 2000b; Dedeoğlu, 2010; Floro & Pichetpongsa, 2010; Kantor, 2005). When solving the societal grand challenges, it is crucial to understand that macro and micro-organizing approaches are not mutually exclusive and can even be complementary (Rani & Unni, 2009). By bringing marginalized homeworkers and homepreneurs together in a collaborative entrepreneurial approach, it may be possible to create new opportunities and support systems that can help these individuals overcome these challenges and contribute to solving societal grand challenges (Gumusay et al., 2022). In addition, a collaborative entrepreneurial approach between marginalized homeworkers and homepreneurs could help to build a more diverse and inclusive economy, in which the talents and skills of all individuals are valued and utilized to their full potential. This could lead to a stronger and more sustainable society that is better equipped to tackle complex problems and create positive change (de Bruin et al., 2017).

Growth of society and economy

Collaborative entrepreneurial approach between women homeworkers and homepreneurs helps in boosting social innovation that is by leveraging the resources, expertise, and networks of different homeworkers and homepreneurs to develop and implement innovative solutions to their social problems (de Bruin et al., 2017). These entrepreneurial approaches can also help to increase the capacity to act to address social needs by bringing together diverse perspectives and expertise to tackle challenges and find solutions. Collaborative approaches between homeworkers and homepreneurs proves be to be not completely contractual rather they build trust and foster long-term relationships with each other, which can be essential for creating opportunities inclusive of all. Collaborative entrepreneurial approach leads to collaborative learning which further enable these micro women entrepreneurs to share knowledge and expertise, exchange ideas, and work together effectively to achieve their goals. There is a gap in current understanding of co-learning that arises from engagement with strategic partners and other stakeholders because these types of interactions involve more complex dynamics and may involve power imbalances or conflicting goals and also navigate different cultures, norms, and expectations.

In terms of collaboration, women from lower strata of society and upper strata of society can work together to achieve common benefits of social and financial upliftment collaboration (Kelly & McAdam, 2022b). For example, women from lower socio-economic backgrounds may have unique skills and expertise in areas such as traditional crafts or community development, while women from upper socio-economic backgrounds may have access to resources and networks that can help to amplify the impact of these skills and expertise. Together, they can create mutually beneficial partnerships that support the growth and success of their businesses, while also contributing to the overall social and economic well-being of their communities (Ratten, 2014).

5. CONCLUSION AND FUTURE RESEARCH DIRECTIONS

In today's fast-paced world, where the corporate rat race dominates the narrative of career pursuits, home-based businesses have often been viewed as an afterthought, an alternative to a "real" job. However, this research demonstrates the significant value that home-based businesses are creating, particularly for women who find fulfilling career pursuits in them. The study concludes that a significant percentage of women in India are self-employed in home-based work, which implies the need for policy interventions to formalize their status in the economy through the implementation of social and economic developmental programmes at both the micro and macro levels. The research effectively highlights the incidences of collaboration and shows that these women are not only meeting their own needs, but they are also becoming powerful change agents for women of different social and economic backgrounds., who are finding home-based businesses to be viable options for coming out of poverty.

There has been much asymmetry of information about home-based businesses and those who operate them in literature. The study comprehends and contextualizes the home-based work of women in India by connecting the thread between homeworkers and homepreneurs. The study effectively highlights the interventions that boosted home-based working, as digitalization has

played a crucial role in enabling the growth of women homepreneurs, allowing homepreneurs to expand their businesses on a pan-India level and showcase their talents to a global audience. The COVID-19 pandemic has further highlighted the importance of having a flexible and agile business model, and home-based businesses have proven to be adaptable and resilient in the face of economic uncertainty.

Moreover, the diversity of capabilities and motivations among homepreneurs and homeworkers is a strength that should be leveraged to drive economic growth and social change. Women homepreneurs, in particular, are creating significant value through their strong business performance and focus on preserving ancient Indian art and silhouettes. It is essential to recognize the potential of home-based businesses and support their growth to create a more inclusive and diverse entrepreneurial ecosystem. In conclusion, this research underscores the importance of recognizing and supporting home-based businesses as a viable and fulfilling career pursuit, particularly for women entrepreneurs. It is time to move beyond the traditional corporate rat race narrative and embrace the diversity and potential of home-based businesses as a powerful force for economic growth and social change.

More research is needed to understand home as a context and gain a better understanding of the nuances of women's home-based working. How the "home" is liberating and marginalizing these women home-based workers? Additionally, there has to be proper exploration of how women are negotiating the boundaries of home to pursue home-based work. Future research can also investigate how institutional changes happen and how institutional gaps are filled through collaboration between homeworkers and homepreneurs on the constructs of gender, society, and culture. Studies could investigate how innovative practices develop as a result of cross-cultural collaborations, as well as examine the factors that facilitate or hinder collaborative learning and knowledge transfer between these women. Additionally, research on the knowledge-sharing practices that emerge from these new forms of collaboration would be beneficial. Furthermore, more research is needed to understand how the multiplicity of contexts affects entrepreneurial practices such as class, privilege, and power relations.

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Table 17: Exemplary quotes

Themes	Exemplary quotes
Home as a business establishment	“We are just getting fabric from outside from our regular suppliers, but everything else—embroidery, designing, stitching, etc.—is completed in our workshop, which is at home only. And all of the workers work at the workshop, and some of the work, such as applique work, is outsourced”. ...So we decided to perform appliqué craft work, and I didn't have to go anyplace since I can call ladies at my place who can do work at my house, and both my home and work can be managed. As a result, several women began to visit my home”
Socially inclusive value chains	○ The first level <i>“...and there was a lady who was extremely skilled at it (applique craft) at the time. So, I asked her to teach me more, and we collaborated on some applique craft and hand embroidery work, as well as some female fashion.</i> <i>“I asked a neighbor lady who used to make applique craft to send some women to my home, so she assigned some of her female workers to my business.”</i> ○ The second level: <i>“Those women were unable to engage on their own at the time. Then it became difficult for me to supervise so many women at once, so I instituted thekedari, in which I assigned tasks to women who had developed expertise. They then delegate that work to other ladies. So I delegated some of my responsibilities to those thekedaars. Those thekedaars used to earn greatly from this because they also used to pay other homeworkers, so they began charging a commission in between. For example, if I gave 500 for one product, they would only provide 300 to that homemaker. However, it became quite easy for me to manage”.</i> ○ The third level <i>“...And all of this raw material (Organdi) purchase is handled by my Delhi-based partners, Seema and Farida. So I didn't have to worry about organizing raw materials like cloth and thread; my partners used to bring me all of that in bulk, and now I just teach these homeworkers how to make them”.</i>
Homepreneurs as facilitators of change for homeworkers	“...Yes, and there's a chance I'll get a lot of orders because people know me well due of my networking and social standing. As someone from Dubai needs to order, they will be able to easily contact me than hameeda (Homeworker)”.

	Nasreen: Right, and they also agree to my prices, which could be because I've been in this profession for so long, as well as my age. They bargain more when they are directly given orders to them.. However, if the order is routed through me, clients will gain confidence. If I am in the middle, there is a higher level of dependability, and you can also say that I supervise. Hameeda and others believe that I should get orders for them because I take orders at favourable rates, but when customers put orders directly with them, they haggle more and give a lower price. As a result, they don't try to take orders on their own”. “People frequently assumed that we received commission in between, but we do not. I often receive orders for gararas², which I assign to her without incurring a commission. I've also given my clients her phone number so they may contact her directly because I'm not always available, which could result in a loss for her. “I taught and supervised them, because 20-30 years ago, there were no viable employment opportunities for impoverished women. They used to do domestic chores for others, but when they started coming to my house, they became obsessed with it. So they learned a lot, and we received a lot of orders as well. At the time, I had 35 women working for me. So I used to teach them how to construct designs with foil paper and how to draw; I used to draw and colour myself. “Nasreen: many others have joined me and learned from me, and they are now running their own businesses. Their students are now receiving an education at good schools, which will ultimately help them improve their social standing.
Collaborative entrepreneurship as a strategy for poverty reduction and skill enhancement	“And I must sell you on the fact that all of the women homeworkers who are now selling their own things at the same amount as the suits and sarees we offer. They don't have any suits for less than 2500 or 3000 rupees. Many of the homeworkers who worked for me have now gone out on their own, manufacturing applique craft suits and selling them independently. Over time, Hameeda learned so much from Nasreen about appliqué skill that she has become an independent worker as well. As a result, she now has an advantage in her entrepreneurial endeavours. Many people have worked with us over the last 20-25 years, and the majority of them now have their own businesses. They have learnt a lot about applique craft, such as how to make patterns and what colour combinations to use, and they are now self-sufficient and working very

² Garara: Traditional outfit usually wore by Muslim women in weddings

	well. And this makes me quite proud. Not just Hameeda, but another of my employees, Qamar, has children who attend Aligarh's quality schools. And it got impossible to manage all of them because they all came to me for different types of work. But then, as some of them learned how to design and understand my hard graft, they became thekedaars (volunteers) who took those patterns and orders from me and began distributing them to other women homeworkers. And those thekedars were merely in charge of delivering and collecting assignments from those homeworkers, after which they delivered finished products for which I paid a fee. They then distribute money to those who do their assignments. “For example, the cloth I buy or use for my suits is 180 rupees a metre, but the women who work for me use fabric that costs 40 to 50 rupees per metre. However, most customers are unable to tell if a product is genuine or not. We only use kota silk³ from Kota”. All of these women hold this lady in high regard since she not only mentors them in their skill development but also looks after their regular problems such as child education and budgetary constraints. “There has been so much assistance because both of my children are attending private schools in Aligarh, which is only feasible because I have worked with Nasreen on a consistent basis”.
Collaborative entrepreneurship as a catalyst for intergenerational change	He was working as a tailor on a fixed income at someone's residence before joining Nasreen for her Fab India assignment, and then we both started working, thus by God's grace, we fared well financially. He used to get 50 rupees per piece for sewing a shirt, and he used to stitch curtains and pillows for Nasreen, so his earnings were sufficient to support the family. Nasreen: Her husband's shop is inefficient; in fact, Hameeda is given more work. She frequently receives orders for gararas, quilt stitching, and curtain sewing. As a result, she and her husband collaborate on those orders. He also makes garments for men, and she receives a lot of orders from me.
Empowerment and self-worth	It was out of self-fulfillment needs that I started my business and as I told you I was a teacher, but I had to resign because of my mother-in-law. Then I used to ponder a lot about what I should do, and it seemed convenient for me to work from home”. “I always wanted to work, and I would say my nature is workaholic, so I never liked being idle for no reason. And at the very same time, my

³ Kota Silk: Type of fabric

	kids were very small, so I also never wanted to neglect them. So by operating from home, I managed both my family and my business”. ...I must tell you that when I first started, males in their society were not doing or partaking in any work, and they also disliked the concept of having their wives work and earn. As a result, ladies frequently had to work while hiding from their husbands. They used to come to me and tell that Baji⁴ we are doing this work by hiding from our spouse and whatever money we are getting from this, we are utilizing for our children education. In most cases, mothers are more aware of the need to educate their children, and children in low-income families are educated solely via their earnings.
Innovative working models for women	“Most women today prefer to do business or work from home, and especially since COVID, this transition has been brought up in a really favourable way, with online becoming the primary thing. However, people underestimate the usefulness of working from home because it does not appear to be a 9 to 5 job. Because they (Women) are also dissatisfied with 9 to 5 jobs because they feel they are ignoring their families, whereas working from home makes them feel fulfilled in every facet of life as a self-directed career woman, mother, and wife”.

⁴ Baji: Respectful way of addressing an elderly woman among South-Asians