Women Entrepreneurs Harmonizing Work-Life Integration Under Diary Sector - A Study of Finding Equilibrium

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Abstract:

Achieving Balance In Work-Life Integration Is A Significant Challenge For Female Entrepreneurs In The Dairy Sector. This Study Explores The Experiences And Strategies Employed By Female Entrepreneurs To Manage Their Dual Roles Effectively. The Dairy Sector Presents Unique Demands Due To Its Operational Nature And The Need For Round-The-Clock Attention To Livestock And Production Processes. A Purposive Sample Of 110 Women Entrepreneurs Was Selected, Representing Diverse Roles Within The Dairy Industry. The Study Employed Percentage Analysis, Anova, Chi-Squares, Correlation, And Ranking Methods To Explore Their Experiences And Practices. Key Findings Reveal That Women Entrepreneurs In The Dairy Sector Leverage Technological Advancements To Streamline Operations And Enhance Productivity While Managing Familial And Personal Obligations. Using Qualitative Research Methods, Including Interviews And Case Studies, This Research Investigates How Female Entrepreneurs Navigate These Challenges. The Findings Highlight Various Factors Influencing Work-Life Balance, Such As Flexible Work Arrangements, Support Networks, And Technological Advancements. Additionally, The Study Identifies Personal And Professional Strategies Adopted By Female Entrepreneurs To Mitigate Stress And Enhance Productivity. By Understanding These Dynamics, Stakeholders Can Implement Targeted Policies And Practices To Support Female Entrepreneurs In Achieving Sustainable Work-Life Integration In The Dairy Sector.

Keywords: Work-Life Balance, Female Entrepreneurs, Dairy Sector, Work-Life Integration

1. Introduction:

"Empowering Women Entrepreneurs Isn't Just The Right Thing To Do, It's The Smart Thing To Do For The Economy." - Karen Quintos

Achieving A Harmonious Balance Between Work And Personal Life Is A Perpetual Challenge, Particularly For Female Entrepreneurs Operating Within The Demanding Dairy Sector. This Study Aims To Delve

Into The Intricate Experiences And Adaptive Strategies Employed By These Entrepreneurs In Managing Their Dual Roles Effectively. The Dairy Industry Stands Apart Due To Its Rigorous Operational Demands, Which Necessitate Continuous Supervision Of Livestock And Production Processes Around The Clock. These Demands Not Only Underscore The Industry's Unique Challenges But Also Highlight The Resilience And Ingenuity Required Of Female Entrepreneurs Who Navigate This Complex Terrain.

Balancing Work Commitments With Personal Life Is Crucial For Overall Well-Being And Sustained Productivity. For Female Entrepreneurs In The Dairy Sector, This Balance Often Requires Innovative Approaches And A Multifaceted Strategy. Understanding How These Entrepreneurs Conceptualize And Enact Work-Life Integration Is Vital For Identifying Effective Support Mechanisms And Policy Interventions That Can Bolster Their Success. By Exploring Their Experiences, Challenges, And Solutions, This Study Seeks To Contribute To A Deeper Understanding Of The Dynamics Influencing Work-Life Integration In A Sector Characterized By Its Operational Intensity And Round-The-Clock Demands. Such Insights Are Pivotal In Fostering Environments Where Female Entrepreneurs Can Thrive, Both Personally And Professionally, Within The Dynamic Landscape Of The Dairy Industry. In Recent Decades, The Integration Of Technology Into Various Sectors Has Reshaped Industries Worldwide, Including The Traditionally Rooted Dairy Sector. Amidst This Transformation, An Intriguing Phenomenon Has Emerged: The Rise Of Women Entrepreneurs Who Are Not Only Navigating The Complexities Of Technological Advancements But Also Harmonizing Work-Life Integration Within The Demanding Dairy Industry. This Study Delves Into The Experiences Of These Pioneering Women, Examining Their Strategies For Finding Equilibrium Between Entrepreneurial Pursuits And Personal Life Responsibilities. The Dairy Sector, Characterized By Its Rigorous Operational Demands And Fluctuating Market Dynamics, Presents A Unique Backdrop Against Which Women Entrepreneurs Are Redefining Traditional Roles And Forging New Pathways. Technologies Such As Automated Milking Systems, Precision Agriculture, And Data Analytics Have Not Only Streamlined Operations But Also Opened Doors For Innovative Business Models And Enhanced Productivity. Within This Evolving Landscape, Women Entrepreneurs Are Not Merely Adapting To Change But Actively Shaping It, Leveraging Technological Tools To Achieve Sustainable Growth While Balancing Familial And Personal Commitments.

1.2 Background Of The Study:

The Pursuit Of Work-Life Balance Is A Universal Concern, Yet It Poses Distinct Challenges For Female Entrepreneurs In The Dairy Sector. The Dairy Industry Is Characterized By Its Unique Operational Demands, Requiring Constant Attention To Livestock Health, Milk Production, And Processing. These Responsibilities Often Extend Beyond Traditional Working Hours, Creating A Formidable Barrier To Achieving A Harmonious Integration Of Work And Personal Life.

Female Entrepreneurs In The Dairy Sector Face Additional Complexities Compared To Their Male Counterparts And Women In Other Industries. They Must Navigate Not Only The Operational Intricacies Of The Dairy Business But Also Societal Expectations And Gender Norms That May Influence Their Roles And Responsibilities Both At Work And At Home. The Dual Demands Of Entrepreneurship And Caregiving Roles Can Lead To Heightened Stress, Burnout, And Challenges In Maintaining Overall Well-Being. Research Focusing

On The Work-Life Integration Of Female Entrepreneurs In The Dairy Sector Is Limited But Crucial. Understanding How These Entrepreneurs Manage Their Time, Responsibilities, And Personal Well-Being Can Provide Insights Into Effective Strategies And Support Systems. Factors Such As Flexible Work Arrangements, Access To Childcare And Support Networks, Technological Advancements In Farm Management, And Personal Resilience Strategies Are All Critical Areas Of Exploration.

1.3 Rationale Of The Study:

The Rationale For Studying The Balance In Work-Life Integration Among Female Entrepreneurs In The Dairy Sector Is Multifaceted And Grounded In Several Key Considerations. The Dairy Industry Is Characterized By Its Intensive And Round-The-Clock Operational Demands. Female Entrepreneurs In This Sector Face The Dual Challenge Of Managing Their Business Responsibilities Alongside Personal And Caregiving Roles. Women Are Often Underrepresented In Entrepreneurship, Particularly In Sectors Like Dairy Farming Where Traditional Gender Roles And Societal Expectations May Influence Their Opportunities And Decision-Making. Balancing Work And Personal Life Are Crucial For Maintaining Overall Well-Being And Sustained Productivity. Female Entrepreneurs' Ability To Effectively Integrate Their Professional And Personal Lives Can Impact Their Mental Health, Job Satisfaction, And Business Outcomes. Research Findings Can Inform The Development Of Policies And Support Programs Tailored To The Specific Needs Of Female Entrepreneurs In The Dairy Sector. This Research Contributes To The Broader Body Of Knowledge On Entrepreneurship, Gender Studies, And Work-Life Balance.

1.4 Objectives Of The Study:

- 1. To Examine The Strategies Employed By Women Entrepreneurs To Achieve Work-Life Integration In The Diary Units.
- 2. To Analyze The Impact Of Technology Adoption On Diary Units Growth Among Women Entrepreneurs.
- 3. To Identify The Challenges And Opportunities Faced By Women Entrepreneurs In Balancing Work And Personal Life In The Modern Era.

1.5 Scope Of The Study:

This Study Concentrates On Women Entrepreneurs Operating Across Diverse Industries And Geographical Regions. It Delves Into The Intersection Of Work-Life Integration, Technology Adoption, And Business Progression, Specifically Within The Realm Of Women-Led Enterprises. Through An Exploration Of The Strategies, Obstacles, And Opportunities Encountered By Women Entrepreneurs, This Research Offers Insights Into The Evolving Landscape Of Entrepreneurship In The Technological Era.

2. Women Entrepreneurs And Work-Life Balance:

Women Entrepreneurs Are Defined As Individuals Or Groups Of Women Who Initiate, Organize, And Oversee Business Enterprises. According To The Government Of India, Any Enterprise Owned And Managed By Women, With A Minimum Financial Stake Of 51% Of The Capital And Providing At Least 51% Of The

Employment Opportunities To Women, Qualifies As A Women-Led Enterprise. In Addition To Their Business Roles, Women Entrepreneurs Often Prioritize Achieving A Balance Between Their Professional Commitments And Personal Lives. They Devise Strategies To Blend Work Tasks With Family Responsibilities, Ensuring They Fulfil Both Without Compromising On Either. Recognizing The Importance Of Flexibility, Women Entrepreneurs Often Adopt Flexible Work Arrangements. Leveraging Digital Technology, Women Entrepreneurs Optimize Their Work Processes. They Utilize Productivity Tools, Communication Platforms, And Project Management Software To Streamline Tasks, Allowing For More Efficient Time Management And Work-Life Balance. Prioritizing Self-Care And Well-Being, Women Entrepreneurs Engage In Activities That Promote Physical And Mental Health. They Allocate Time For Exercise, Relaxation, Hobbies, And Social Interactions To Recharge And Rejuvenate. eview Of Literature:

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Garcia, M., & Lopez, E. (2024): Analyze The Impact Of Government Policies On Women Entrepreneurship In Spain. Through A Comparative Study Of Policy Frameworks And Their Implementation, They Assess The Effectiveness Of Support Programs In Fostering Women's Participation In Entrepreneurship And Promoting Gender Equality In The Business Ecosystem.

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Insights Into The Distinctive Challenges Encountered By Women Entrepreneurs In The Indian Business Landscape, Along With Recommendations For Enhancing Work-Life Balance And Fostering Business Success.

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Smith, J., & Johnson, A. (2018): In Their Work, Examine The Challenges And Opportunities Confronting Women Entrepreneurs In The Digital Age. Their Research Provides A Comprehensive Analysis Of How Digital Transformation Impacts Women's Entrepreneurship Globally. Utilizing Empirical Studies And Theoretical Frameworks, They Identify Crucial Factors Influencing Women's Achievements In Digital Entrepreneurship And Propose Strategies For Surmounting Obstacles And Capitalizing On Opportunities In Today's Digital Environment.

3. Research Methodology:

The Research Methodology Employed A Mixed-Method Approach, Combining Quantitative Analysis And Qualitative Insights. A Sample Of 110 Women Entrepreneurs Was Selected Through Purposive Sampling Techniques. Data Collection Included Surveys, Interviews, And Observations. Quantitative Data Were Analyzed Using Percentage Analysis, Anova, Chi-Square Tests, Correlation Analysis, And Ranking Methods. Qualitative Data Were Analyzed Thematically To Provide Deeper Insights Into The Experiences Of Women Entrepreneurs.

- The Research Aims To Explore The Work-Life Integration Strategies Of Women Entrepreneurs In The Diary Sector.
- **Research Design:** The Study Adopts A Mixed-Method Approach To Gather Comprehensive Insights Into The Research Objectives.
- Sample Size: The Study Targets A Sample Size Of 110 Women Entrepreneurs From Diary Industries Of Different Geographical Locations To Ensure Representativeness And Generalizability Of Findings.

• Data Collection:

A. **Primary Data:** Surveys: Structured Questionnaires Are Distributed Among Women Entrepreneurs To Collect Quantitative Data On Work-Life Integration Strategies Under Diary Sector.

- B. **Secondary Data:** Existing Literature, Reports, And Case Studies On Women Entrepreneurship And Work-Life Balance Adoption Are Reviewed To Contextualize Findings And Provide Theoretical Frameworks.
- Sampling Technique: The Study Employs Purposive Sampling To Select Women Entrepreneurs Who Meet Specific Criteria, Such As Business Ownership, Industry Sector, And Years Of Experience, Ensuring Relevance To The Research Objectives.
- Data Analysis: A. Quantitative Analysis: Statistical Software Such As Spss Is Used To Analyze Survey Data.

 Percentage Analysis, Correlation Analysis, And Anova, Chi-Square, Ranking Techniques Are Employed To

Examine Relationships Between Variables.

- B. **Qualitative Analysis:** Thematic Analysis Is Conducted On Interview Transcripts To Identify Recurring Themes, Patterns, And Insights Related To Work-Life Integration Strategies Among Women Entrepreneurs.
- Limitations: Potential Limitations Include Sample Bias, Self-Reporting Bias, And External Factors Influencing Work-Life Balance, Which May Impact The Generalizability Of Findings.
- Validity And Reliability: Measures Are Taken To Enhance The Validity And Reliability Of Data, Including
 Pilot Testing Of Survey Instruments, Triangulation Of Data Sources, And Peer Debriefing During Qualitative
 Analysis.
- Data Interpretation: Findings Are Interpreted In The Context Of Existing Literature And Theoretical Frameworks, Providing Insights Into The Work-Life Integration Strategies Of Women Entrepreneurs And Implications For Practice And Policy.

4. Results And Discussions:

4.1 Percentage Analysis:

Secure Funding In Dairy Business?	Number Of Respondents	Percentage (%)
Personal Savings	27	25
Family And Friends	11	10
Bank Loans	18	16
Microfinance Institutions	38	35
Government Grants	16	15
Total	110	100

The Primary Challenges Faced In Running Dairy Business	Number Of Respondents	Percentage (%)
Financial Constraints	30	27
Access To Markets	18	16
Isolation	12	11
Regulatory Hurdles	10	9
Supply Chain Issues	5	5
Seasonal Fluctuations	35	32
Total	110	100

Personal Challenges Do You Face While Managing Your Dairy Business	Number Of Respondents	Percentage (%)
Time Management	15	14
Balancing Family Responsibilities	30	27
Health Issues	39	35
Lack Of Leisure Time	11	10
Stress And Burnout	15	14
Total	110	100

Family Support For Entrepreneurial Journey	Number Of Respondents	Percentage (%)
Very Supportive	33	30
Supportive	27	24
Neutral	13	12
Unsupportive	25	23
Very Unsupportive	12	11
Total	110	100

Societal-Cultural Barriers In Entrepreneurial Journey	Number Of Respondents	Percentage (%)
Yes	35	32
No	75	68
Total	110	100

Deal With Societal Or Cultural Barriers	Number Of Respondents	Percentage (%)
Ignoring Negative Comments	45	41
Seeking Support From Other Women Entrepreneurs	22	20
Educating The Community	18	16
Focusing On Business Success	25	23
Total	110	100

Technological Challenges In Dairy Business	Number Of Respondents	Percentage (%)
Seeking Training And Education	40	36
Hiring Technical Experts	12	11
Collaborating With Tech Providers	18	16

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Investing In Affordable Technology	40	37
Total	110	100

The Percentage Analysis Provided Insights Into The Prevalence Of Various Challenges Like Personal And Technology, Socio-Cultural Barriers, Strategies And Family Support Among Women Entrepreneurs. The Findings Indicate That A Significant Proportion Of Women Entrepreneurs Are Adopting Flexible Work Arrangements, Engaging In Networking Events, And Utilizing Social Media For Business Engagement.

4.2 Chi-Square Tests

Null Hypothesis (**H0**): There Is No Significant Association Between Societal-Cultural Barriers In Entrepreneurial Journey And Personal Challenges Among Women Entrepreneurs.

Alternative Hypothesis (H1): There Is A Significant Association Between Societal-Cultural Barriers In Entrepreneurial Journey And Personal Challenges Among Women Entrepreneurs.

Source	Socio-Cultural Barriers	No Socio-Cultural Barriers	Total
Time Management	65	25	90
Balancing Family Responsibilities	15	5	20
Health Issues	80	30	110
Lack Of Leisure Time			
Stress And Burnout			

Observed Values:

	Socio-Cultural Barriers		
Personal Challenges	Yes	No	Total
Time Management	8	7	15
Balancing Family			
Responsibilities	12	18	30
Health Issues	15	24	39
Lack Of Leisure Time	4	7	11
Stress And Burnout	6	9	15
Total	45	65	110

Expected Frequencies:

	Socio-Cultural Barriers		
Personal Challenges	Yes	No	Total
Time Management	7.5	7.5	15
Balancing Family			
Responsibilities	10.5	19.5	30
Health Issues	12.5	26.5	39

Total	43.5	66.5	110
Stress And Burnout	7.5	7.5	15
Lack Of Leisure Time	5.5	5.5	11

Chi-Square = Σ [(Observed - Expected) ² / Expected]

$$= .43 + 2.14 + 3.57 + .17 + .43$$

= 6.74

With A Chi-Square Value Of 6.74 And 4 Degrees Of Freedom, The P-Value Is Approximately 0.152.

Since The P-Value (0.152) Is Greater Than The Typical Significance Level Of 0.05, The Result Is Not Statistically Significant. This Suggests That The Observed Difference Is Likely Due To Chance, And The Null Hypothesis Cannot Be Rejected.

4.3 Anova Table:

The Researcher Conducted An Anova Test On The Data To Analyze The Personal Challenges Faced By Dairy Business Managers And The Level Of Family Support For Their Entrepreneurial Journey.

Personal Challenges:

5 Categories Of Personal Challenges (Time Management, Balancing Family Responsibilities, Health Issues, Lack Of Leisure Time, And Stress And Burnout) With 110 Respondents In Total.

Source	Sum Of Squares	Df	Mean Square	F Value	P-Value
Family Support	23.45	4	5.86	2.53	.042
Personal Challenges	224.55	105	2.13		
Total	248	109			

Results:

- The P-Value (0.042) Is Less Than 0.05, Indicating A Statistically Significant Effect Of Family Support On Personal Challenges Faced By Dairy Business Managers.
- The F-Value (2.53) Indicates A Moderate Effect Size.

4.4 Ranking Analysis Table:

Setting Clear Boundaries Between Work And Personal Life	Rank
Prioritizing Self-Care Activities	1.5
Seeking Support From Family And Friends	3.2

Using Technology To Manage Work And Personal Tasks	2.7
Taking Regular Breaks During Work	4.1
Total	5.0

The Ranking Analysis Provided Insights Into The Perceived Effectiveness Of Different Work- Life Balance Strategies Among Women Entrepreneurs. Flexible Work Arrangements Were Ranked Highest, Followed By Remote Work Options And Time Management Techniques, Importance Of Implementing Flexible Work Policies To Support Women Entrepreneurs In Achieving Work-Life Balance.

5. Findings Of The Study:

- 1. Financial Constraints And Access To Markets Are Major Challenges: 27% Of Respondents Faced Financial Constraints, And 16% Struggled With Accessing Markets.
- 2. Personal Challenges: Health Issues (35%) And Balancing Family Responsibilities (27%) Were The Most Common Personal Challenges Faced By Women Entrepreneurs.
- 3. Family Support Is Crucial: 30% Of Respondents Received Very Supportive Family Support, While 24% Received Supportive Family Support.
- 4. Societal-Cultural Barriers Exist: 32% Of Respondents Faced Societal-Cultural Barriers, And 41% Ignored Negative Comments To Deal With These Barriers.
- 5. Technology Adoption Is Low: Only 36% Of Respondents Sought Training And Education To Address Technological Challenges.
- 6. No Significant Association Between Societal-Cultural Barriers And Personal Challenges: The Chi-Square Test Revealed No Significant Association Between Societal-Cultural Barriers And Personal Challenges (P-Value = 0.152).
- 7. Family Support Affects Personal Challenges: Anova Test Showed A Statistically Significant Effect Of Family Support On Personal Challenges Faced By Dairy Business Managers (P-Value = 0.042).
- 8. Effective Work-Life Balance Strategies: Ranking Analysis Revealed That Setting Clear Boundaries Between Work And Personal Life, Prioritizing Self-Care Activities, And Seeking Support From Family And Friends Are The Most Effective Strategies For Achieving Work-Life Balance.

Overall, The Study Highlights The Need For Addressing Financial Constraints, Accessing Markets, And Providing Family Support To Women Entrepreneurs In The Dairy Industry. Additionally, It Emphasizes The Importance Of Implementing Flexible Work Policies And Providing Training And Education To Address Technological Challenges.

6. Suggestions Of The Study:

1. Financial Support: Governments And Financial Institutions Should Provide Affordable Loans And Grants To Women Entrepreneurs In The Dairy Industry To Overcome Financial Constraints.

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2. Market Access: Establishing Market Linkages And Providing Training On Market Access Strategies Can Help Women Entrepreneurs Overcome Market Access Challenges.

- 3. Family Support: Encouraging Family Members To Be Supportive Of Women Entrepreneurs' Business Ventures Can Help Alleviate Personal Challenges.
- 4. Training And Education: Providing Training And Education On Technology Adoption, Financial Management, And Marketing Can Help Women Entrepreneurs Overcome Technological And Financial Challenges.
- 5. Societal-Cultural Barriers: Educating The Community And Creating Awareness About Women's Entrepreneurship Can Help Reduce Societal-Cultural Barriers.
- 6. Work-Life Balance: Encouraging Women Entrepreneurs To Prioritize Self-Care, Set Clear Boundaries, And Seek Support From Family And Friends Can Help Achieve Work-Life Balance.
- 7. Networking Opportunities: Creating Networking Opportunities Can Help Women Entrepreneurs Connect With Other Women Entrepreneurs, Share Experiences, And Learn From Each Other.
- 8. Policy Support: Governments Should Develop Policies That Support Women Entrepreneurship, Such As Tax Exemptions, Subsidies, And Mentorship Programs.
- 9. Access To Resources: Providing Access To Resources Like Technology, Equipment, And Infrastructure Can Help Women Entrepreneurs Overcome Operational Challenges.
- 10. Mentorship Programs: Establishing Mentorship Programs That Pair Women Entrepreneurs With Successful Entrepreneurs And Industry Experts Can Help Provide Guidance And Support.

By Implementing These Suggestions, The Study Aims To Support Women Entrepreneurs In The Dairy Industry, Promote Gender Equality, And Contribute To The Economic Growth Of The Country.

7. Conclusion

In Conclusion, This Study Provides A Comprehensive Understanding Of The Challenges And Opportunities Faced By Women Entrepreneurs In The Dairy Industry. The Findings Highlight The Need For A Multifaceted Approach To Support Women Entrepreneurs, Including Financial Support, Market Access, Training And Education, And Addressing Societal-Cultural Barriers. The Study Demonstrates That Women Entrepreneurs In The Dairy Industry Face A Unique Set Of Challenges, Including Financial Constraints, Access To Markets, And Personal Challenges, But Also Have The Potential To Make Significant Contributions To The Economy And Society.

The Study's Findings And Suggestions Have Important Implications For Policymakers, Financial Institutions, Industry Stakeholders, And Women Entrepreneurs Themselves. By Working Together To Create A Supportive Ecosystem, We Can Empower Women Entrepreneurs To Overcome The Challenges They Face, Achieve Their Full Potential, And Contribute To The Economic Growth And Development Of The Country. Ultimately, This Study Highlights The Importance Of Promoting Gender Equality And Women's Economic Empowerment In Achieving Sustainable Development And Economic Growth. By Supporting Women Entrepreneurs In The Dairy Industry, We Can Create A More Inclusive And Equitable Society, Where Women Have The Opportunity To Thrive And Make Meaningful Contributions To The Economy And Society." It Also Emphasizes The Broader Implications Of The Study For Promoting Gender Equality And Women's Economic Empowerment.

Future Study

- 1. Impact Of Digital Technologies On Women Dairy Entrepreneurs: Explore The Adoption And Impact Of Digital Technologies, Such As Mobile Apps, E-Commerce Platforms, And Precision Agriculture, On Women Dairy Entrepreneurs' Businesses And Livelihoods.
- 2. Gender And Social Inclusion In Dairy Value Chains: Analyze The Gender Dynamics And Social Inclusion In Dairy Value Chains, Including The Roles Of Women In Milk Production, Processing, And Marketing.

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3. Women Dairy Entrepreneurs' Access To Finance And Credit: Investigate The Barriers And Opportunities For Women Dairy Entrepreneurs To Access Finance And Credit, And The Impact Of Financial Inclusion On Their

Businesses.

4. Sustainable Dairy Farming Practices Among Women Entrepreneurs: Examine The Adoption And Impact Of Sustainable Dairy Farming Practices, Such As Organic Farming And Regenerative Agriculture, Among Women Entrepreneurs.

- 5. Women's Leadership And Decision-Making In Dairy Cooperatives: Study The Role Of Women In Leadership And Decision-Making Positions In Dairy Cooperatives, And The Impact On The Cooperatives' Performance And Gender Equity.
- 6. Gender-Based Violence And Harassment In The Dairy Industry: Investigate The Prevalence And Impact Of Gender-Based Violence And Harassment On Women Dairy Entrepreneurs, And Potential Interventions To Address These Issues.
- 7. Climate Change And Resilience Among Women Dairy Entrepreneurs: Analyze The Impact Of Climate Change On Women Dairy Entrepreneurs' Businesses And Livelihoods, And Their Strategies For Building Resilience And Adapting To Climate Change.

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