

## Quality of work life among women entrepreneurs in Kerala

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Women entrepreneurs are growing in number in the state of Kerala where women outnumber men. However, becoming an entrepreneur is not a bed of roses for women as they have to balance their occupation with domestic chores and other social issues. This state being most literate in India, the status of women is perceived to be better than the average standards in India. Women have embraced entrepreneurship with signs of risk taking ability and also ability to run a corporation whether big or small. Those who are able to operate bigger corporations enjoy a better standard of life and also the status in society. However, those who run the small organizations find themselves sandwiched between work life and household activities. This study was planned with a view to get the opinion of the women entrepreneurs on the issues of QWL, their vision and their challenges. This study will throw light on these issues. The study encompassed the secondary data collection and also primary data from women entrepreneurs keeping in mind the variable chosen for the study. The results have shown that there is a gap between QWL for women entrepreneurs belonging to large corporations and that of medium and small enterprises. Those belonging to tiny and cottage industries have shown a very poor QWL.

**Key words:** Women entrepreneurs, Quality of work life, Small and medium enterprises, Standards of life, Kerala

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