



University of Dhaka
Faculty of Business Studies

Women as Social Entrepreneurs in Bangladesh: An Exploratory Study

(This thesis is submitted in fulfillment of the requirements for the degree of Master of Philosophy)

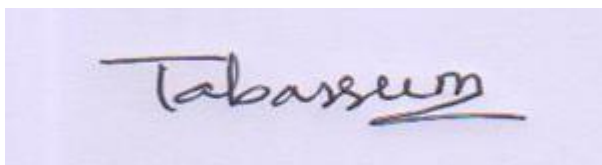
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Declaration

I confirm that any material from my dissertation, titled “Women as Social Entrepreneurs in Bangladesh: An Exploratory Study,” has not been published or submitted to any other university or institution for any other degree or diploma. I further confirm that the material of this dissertation is solely my original work.

A photograph of a handwritten signature in black ink on a light-colored background. The signature reads "Tabassum" in a cursive script, with a horizontal line underneath the name.

.....


Tahsina Tabassum

Certificate of Supervisor

This is to certify that the thesis entitled “Women as Social Entrepreneurs: An Exploratory Study”, submitted by Tahsina Tabassum, a student of the M.Phil. program at the University of Dhaka, has been carried out under my supervision.

To the best of my knowledge, this is an original work by the researcher and meets all the requirements established for the degree of Master of Philosophy. As far as I know, this research work is free from plagiarism and has not been published anywhere.

Supervisor



.....
(Professor Dr. Muhammad Abdul Moyeen)

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Dedications

This thesis is dedicated to my parents

Syed A. M. M. Saadi

Rashida Khanam

And my entire world, my only daughter

Tasweeb Muntaha

Acknowledgment

All praise to the Almighty Allah for giving me the sound health, strength, and patience to complete this M.Phil. thesis.

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LIST OF ABBREVIATIONS

BWCCI	Bangladesh Women Chamber of Commerce and Industry
GEM	Global Entrepreneurship Monitor
NGO	Non-Governmental Organization
NPO	Non-Profit Organization
SE	Social Entrepreneurs
SE-A	Social Entrepreneurs Case A
SE-B	Social Entrepreneurs Case B
SE-C	Social Entrepreneurs Case C
SE-D	Social Entrepreneurs Case D
SE-E	Social Entrepreneurs Case E
SE-F	Social Entrepreneurs Case F
SE-G	Social Entrepreneurs Case G
SE-H	Social Entrepreneurs Case H
SE-I	Social Entrepreneurs Case I
WSE	Women Social Entrepreneur
WSE's	Women Social Entrepreneurs

Abstract

By considering the rising notion of social entrepreneurship, the study intends to contribute to this novel phenomenon by exploring the lived experiences of women social entrepreneurs in Bangladesh. This study aims to sketch an experiential understanding of women social entrepreneurs' thoughts of devotion to addressing social entrepreneurship, which is embedded with social, economic, and environmental sustainability.

The study adopted a phenomenological approach to advance methodological understanding, capturing in-depth interviews with nine diverse women social entrepreneurs. It tried to uncover the experiential structure that shapes their journeys to make them sustainable. The protocol analysis method has been adopted to engage with the noetic process that is designed to reveal noematic elements. These noematic elements include 'aggregate essences' along with essences. The first aggregate essence, named 'drives', including essences such as personal, entrepreneurial, and societal drives, reflects their pursuit of social entrepreneurship. The second aggregate essence highlighted as 'challenges' the women social entrepreneurs have encountered so far, which include essences such as gender discrimination, remote regions, workforce complexity, negative perception, inadequate preparation, and poor networking. Moreover, the third aggregate essence is termed 'opportunities', which clarifies how women social entrepreneurs capitalize on empowerment, financial stability, and positive transformation issues. Finally, the analysis uncovered the fourth aggregate essence - 'strategies' they deployed, such as building entrepreneurial capability, social values, proposing rewards, providing empowerment opportunities, promoting networking ability, and focusing on sustainable business models as essences that guide their paths to become sustainable social entrepreneurs.

By considering the rising trend of social entrepreneurship, the study seeks to understand how women as social entrepreneurs shape the dynamics of this novel phenomenon. With an emphasis on the lived experiences of women social entrepreneurs, the study aims to contribute fresh insights to the existing body of knowledge on social entrepreneurship. The study aims to identify the driving forces in their respective social entrepreneurial fields that certainly foster the country's sustainable development. In pertinence, this study highlights actionable strategies and illuminates practical mechanisms for negotiating with crucial challenges and ensuring future sustainability. Ultimately, the study serves as a guide for inspiring and supporting other women who aspire to become sustainable social entrepreneurs in the near future.

The study limited its scope by offering a nuanced, context-specific perspective on women social entrepreneurs. Future research projects could overcome this restriction and uncover a broader range of experiences by including both men and women covering developed and developing countries. However, this study urges the concerned authorities, including policymakers and governmental bodies, to provide appropriate attention, guidelines, and support (policy-related, technical, financial, and infrastructural) to encourage participatory contributions and mitigate challenges faced by women social entrepreneurs. This study put forth further investigations emphasizing innovative strategies and sustainable business models driven by social entrepreneurs.

Key Words: Social Entrepreneurship, Women Social Entrepreneurs, Sustainable Social Entrepreneur, Phenomenological Approach, Experiential Structure.

Chapter 1

INTRODUCTION

This thesis upholds the concept of 'women as social entrepreneurs' specifically in Bangladesh. This thesis uses a phenomenological approach to provide deep insights into the subject matter. The chapter is organized into eight sections to aid in this inquiry. The first section of this chapter provides the background for this research. In the second section, the researcher endeavors to represent the research problem. The third section describes the rationale of the study. Consequently, the fourth and fifth sections uphold the research objectives and the study's scope. The research approach, which has been thoroughly developed, is summarized in the sixth section. Moreover, the definition of the key terms used in this study is mentioned in section seven. Finally, section eight provides an overview of the research content, while section nine summarizes this chapter.

1.1 Background of the Research

How can a country address pressing social problems while engaging in discourse on economic and social challenges as well as environmental threats? Can social entrepreneurs, with their innovative minds, address these issues? This research began with these questions in mind, believing that social entrepreneurs may regard to be a potential solution to the three-tier crucial problems.

Social entrepreneurship has recently received considerable attention in research (Ghalwash et al., 2017). Social entrepreneurship is embedded in creative innovation, which often leads to faster economic growth. It encourages healthy competition by creating pathways toward employment and empowerment through various platforms (Potluri & Phani, 2020). The gender dissection issues are under control in social entrepreneurship (Cardella et al., 2021). Meanwhile, social entrepreneurs are individuals who possess intellectual capabilities and innovative approaches through social entrepreneurship (Cardella et al., 2021). Pertinently, social entrepreneurs often create value, innovate new ideas, generate changes, and seize opportunities, regardless of gender (Bansal et al., 2019; Bansal & Deepthi, 2022). In essence, social entrepreneurship is a concept of equal priority, coalescing economic solvency with societal change. Prominent research indicates that social entrepreneurship is more prevalent among women, young people, and ethnic minorities (Urban, 2020). Moreover, women's empowerment is fostered through the act of social entrepreneurship (Agrawal et al., 2020). Women's involvement as social entrepreneurs are expected to create equality (Bhandari, 2023),

engagement (Ambad, 2022), empowerment (Agarwal et al., 2021), and sustainability (Agarwal et al., 2020) in the country's economy (Akhter et al., 2020), which has yet to be explored entirely in the Bangladeshi context.

This research strongly supports the notion that many prestigious social entrepreneurs and enterprises reside in South Asian regions (Saebi et al., 2019). Developing countries can rely on social entrepreneurial efforts to address the Sustainable Development Goals (SDGs) (Fernandez & Martin, 2023). The absence of gender bias provides an added incentive to explore this novel form of entrepreneurship, particularly in nations like Bangladesh (Emon & Nipa, 2024).

Social entrepreneurs can substantially impact the economy of a developing country by introducing strategies that leverage national resources and concurrently address the most pressing societal challenges (Kaushik et al., 2023). An extensive number of research works have been considered to explain the identity of social entrepreneurs (Glasbeek et al., 2024; Yitshaki & Kropp, 2019), their impact (Agarwal et al., 2020), the value creation tool of social entrepreneurship (Kamaluddin, 2024), and the inspiration of social entrepreneurs (Germak & Robinson, 2014).

Santos (2012) outlined several distinct characteristics of social entrepreneurship that facilitate the balance between economic and social gains. Moreover, the above studies highlighted issues where it has been proven that social entrepreneurs can achieve financial viability by engaging them in collaborative partnerships and revenue-generating streams (Goyal et al., 2021). By possessing distinctive characteristics, social entrepreneurship fosters the current legitimacy and awareness of economic and social issues by prioritizing equality concerns (Saebi et al., 2019). Despite the significant amount of research work mentioned above, the prominent role of women as social entrepreneurs has hardly been depicted in research (Rosca et al., 2020; Emon & Nipa, 2024).

Gender neutrality issues are welcomed in the social entrepreneurial field and significantly pertinent for addressing and reflecting a positive response to these issues (Fernández & Martín, 2023; Gerlach, 2021; Javed et al., 2019). Social entrepreneurs often require qualities that align with the humanitarian traits primarily associated with femininity (Agarwal et al., 2020). Women tend to initiate social enterprises in comparison with traditional ones (Broadus, 2019). Yunis and Hashim (2020) conducted a study in Pakistan, finding that women's initiative to establish entrepreneurial ventures is often influenced by critical social and cultural factors in the country where they reside. Dahles et al. (2020) draw insight into Cambodia, where experiential learning and social entrepreneurship have been integrated into education programs

since the 1970s to provide sustainable livelihoods to impoverished girls. In Malaysia, women's entrepreneurship has been encouraged and promoted among students by involving them in social entrepreneurship programs (WISE) (Shahverdi et al., 2018). Lyon and Humbert (2012) noted that the term 'social entrepreneurship' is a women-centric scope that often addresses childcare, daycare, women's health, violence, discrimination, environmental issues, education, and medical concerns.

The women's role in social entrepreneurship is appreciable (Raman et al., 2025). Moreover, women's entrepreneurial competencies are also substantially influenced by personal, social, and environmental factors (Agarwal et al., 2020; Raman et al., 2025). The emerging literature on women in social entrepreneurship has paved the way for women to be recognized as critical contributors to expanding a country's GDP by creating employment opportunities and fostering economic development (Ramadani et al., 2022). It is noteworthy that women make significant contributions to the development of entrepreneurship (Agarwal & Lenka, 2017, 2018). Women engaging in social entrepreneurship can attempt to foster economic progress and promote empowerment (Haugh et al., 2018). In pertinence, Ármannsdóttir and Neergaard (2011) argued that involving women in social entrepreneurship significantly impacts social value creation.

Another research attempt by Fernández and Martín (2023) illustrated that women face unique challenges in initiating and scaling up their social enterprises. Chandna (2022) presented the challenges and obstacles that employees and volunteers often face, which create a fraught task in developing social entrepreneurship. According to a study by Rashid and Ratten (2020), in the context of emerging economies, there is a growing recognition that entrepreneurial education needs to be integrated with higher education to address the challenges of entrepreneurship and achieve financial stability.

In the area of both entrepreneurship and social entrepreneurship research, researchers and academics from various countries have consistently highlighted the topic of women in conventional entrepreneurship, explaining their opportunities, challenges, empowerment, and critical success factors in the context of Bangladesh (Jahan, 2017; Rahman et al., 2023). However, the extensive research overlooks the emergence of sustainable social entrepreneurship—a model that integrates social and environmental concerns into business operations by incorporating both men and women, thereby reflecting viable economic development (Rahdari et al., 2016). Although some prominent researchers argue that women entrepreneurs in Bangladesh initiate social entrepreneurship, striving to create an identity and respond to social consciousness (Polas et al., 2021). However, many researchers have endeavored to establish the concept of social entrepreneurship by habitually overlooking the

efforts of women in social entrepreneurship as social entrepreneurs due to their limited exposure to formal, political, and media platforms (Saebi et al., 2019). Bangladesh stands as a promising country to provide opportunities to women for identifying grassroots challenges, community development, and microfinance activities through engaging in social entrepreneurship (Emon & Nipa, 2024). Therefore, the country offers a vital context for exploring women's roles in social entrepreneurship (Emon & Nipa, 2024; Polash, 2021).

Extensive research has explored social entrepreneurship from a positivist perspective, where hypothesis testing and conceptual frameworks often yield generalized propositions (Moyeen, 1994). However, the phenomenon of women social entrepreneurs requires a nuanced overview regarding their unique journey in the path of social entrepreneurship (Rashid & Ratten, 2020). Phenomenology, as an alternative research paradigm, can significantly address the demand for a nuanced understanding of a particular context by relying solely on lived experiences (Georgi, 1985; Moyeen, 1998; Wilson, 2015; Williams, 2021). Hence, this study has made an effort to visualize women as social entrepreneurs in the Bangladeshi context through exploring their lived experiences.

By capturing the journeys of women and exploring their experiences in social entrepreneurship for pursuing their goals, navigating challenges, and developing strategies for sustainability, this study aims to significantly enhance our understanding of the paths taken by women in social entrepreneurship and inspire others to act as social entrepreneurs.

1.2 The Problem Statement

Social entrepreneurship, a concept that gained prominence in the late 1990s, aims to effect visible change by embedding business activities within broader social and environmental contexts (Ridley et al., 2022; Saebi et al., 2019). Social entrepreneurship critically addresses interconnected social issues, economic challenges, and environmental concerns, aligning with a country's sustainable development (Al-Qudah et al., 2022). It is undeniable that every nation worldwide is approaching 2030 to trace the 'Sustainable Goals (17)' proposed by the United Nations (Ramadani et al., 2022). These goals are crucial and incorporate the overall development of any country. Ensuring social security, economic solvency, and environmental solutions are of utmost importance to guarantee the viability of these sustainable goals. Without addressing social concerns, any efforts toward development remain ineffective in the long run (Kamaluddin et al., 2024). The approach of social entrepreneurship is emerging as a powerful approach to addressing the aforementioned challenging issues, as it bridges the gap between

social and economic aid (Kamaluddin et al., 2024). Individuals as social entrepreneurs, whether involved in NGOs, social enterprises, social businesses, or businesses with social goods, strive toward achieving these sustainable goals (Cagarman et al., 2020).

In recent times, scholars and academicians have shown a growing interest in research on social entrepreneurship (Moss et al., 2010). Although, the issues regarding the versatility and models of social entrepreneurship remains contested (Iftekhar, 2020), crucial sustainable factors for achieving success (Agarwal et al., 2020), gender equality context by considering Small and Medium Enterprises (SMEs) (Shoma, 2018), motivational issues in social entrepreneurship (Debnath et al., 2019), challenges, and techniques for combating the difficulties (Jackson et al., 2018). Additionally, Chandna (2022) highlighted the drivers and obstacles of social entrepreneurs in achieving sustainable development. Moreover, Bansal et al. (2019) mentioned the direction toward sustainable social entrepreneurs.

Gradually, the importance of involving social entrepreneurs in promoting women's entrepreneurship is also becoming increasingly recognized (Wang et al., 2024). It is also worth noting that women are significantly attracted to social entrepreneurship due to its alignment with their actions, as it tends to embrace fewer masculine traits compared to traditional entrepreneurship (Datta & Gailey, 2012; Rosca et al., 2020). Agarwal et al. (2020) also argued that social entrepreneurship is a significantly more viable option for them to pursue. Additionally, social entrepreneurship, besides conventional entrepreneurship, is considered an alternative approach to shaping local economies, with a particular emphasis on prioritizing women's sphere (Agarwal et al., 2020). The prevailing notion of women in social entrepreneurship has significantly advanced research by exploring diverse cultural and societal contexts across countries (Agarwal et al., 2020; 2021).

However, reviewing related literature reveals that women are mostly seen as involved with social entrepreneurship as beneficiaries, volunteers, and employees (Fotheringham & Saunders, 2014; Shang, 2024). Ármannsdóttir and Neergaard (2011) also claimed that women are rarely highlighted as pioneers of social change despite having significant involvement in social entrepreneurship. It is worth mentioning that the present view on women as social entrepreneurs is still in its infancy and lacks comprehensive meaning (Agarwal et al., 2021; Shang, 2024). Despite this growing trend, a very insignificant amount of research work has been conducted in Southeast Asia, particularly on women social entrepreneurs (Chikh & Mekhzoumi, 2024; Ilac, 2018). This indicates the substantiality of conducting research in this geographic area. Again, a country like Bangladesh has the potential to become a unique and practical space to

promote women as social entrepreneurs (Akhter et al., 2020). Additionally, a substantial number of social entrepreneurial studies relied on a positivist posture that proceeds through propositions, hypothesis testing, and factor justification to manifest a person as a social entrepreneur (Gupta et al., 2020; Ranville & Barros, 2022). It is undeniable that the positivists' approach relies on causal connections and generalizable patterns, which may not be suitable for exploring the complex personality of social entrepreneurs (Ranville & Barros, 2022). The personalities of social entrepreneurs are distinct and multifaceted compared to those of traditional entrepreneurs (Chandna, 2022). It requires in-depth exploration to understand their phenomena (Oliveira et al., 2024). Instead, subjective realities based on nuanced experiences are crucial (Wilson, 2015; Williams, 2021) for exploring such a personality that is embedded with self-defined values, economic concerns, and deep societal attachment (Vanryzin et al., 2009; Urban, 2020). Detailed descriptions of women social entrepreneurs are certainly invaluable for capturing the complex phenomenon and their unique personalities.

Given the paucity, there is a clear indication of conducting research that provides a nuanced overview of women social entrepreneurs (Williams, 2021), particularly in an underexplored country like Bangladesh, keeping in mind the rigors of methodological choice (Moyeen, 1998, 1999).

The study felt the urge to identify the following questions:

- How do women in Bangladesh experience their pursuit of becoming social entrepreneurs?
- What navigation processes do women usually go through to initiate and continue social entrepreneurship?
- How do women shape themselves as sustainable social entrepreneurs?

Considering the topic's impulsion and the above research questions, the study attempted a phenomenological approach, which is categorized as an alternative research paradigm (Moyeen, 1994), as a significant one to capture the nuanced view of women social entrepreneurs. With a view to capturing deep insight into the framework of social entrepreneurship, this study relies on the lived experiences of these unique social entrepreneurial personalities (Oliveira et al., 2024). It intends to observe the genuine experiences of women involved in versatile social entrepreneurial platforms through phenomenological interviews. It also aims to highlight the experiential structure of women in social entrepreneurship as social entrepreneurs in Bangladesh, which unveils a relatively underexplored area of research (Emon & Nipa, 2024; Polash et al., 2021). Moreover, the experiential

structure of women social entrepreneurs can disclose the essential essences of their lived experiences along the path of social entrepreneurship. The essence of pure lived experiences will undoubtedly encourage other women who dream of being social entrepreneurs. It is a firm belief that fostering a conducive environment empowers women to thrive as social entrepreneurs and positively impact society.

1.3 The Rationale of the Study

Bangladesh enjoys numerous enterprises and business models embedded with the term social, including the world's most prestigious one, "Grameen Bank". Social entrepreneurship is succeeding in holding the attention of scholars and academicians nowadays (Luc, 2021). A significant amount of research on social entrepreneurship is based on a developed country's perspective, while Cardella et al. (2021) mentioned the importance of detailing the concept of social entrepreneurship in a developing country's context (Iskandar et al., 2021). Moreover, it has been proclaimed that a significant portion of social entrepreneurship comprises women's involvement nowadays (Yitshaki et al., 2022). However, the connections between women and social entrepreneurship remain uncovered to date (Rosca et al., 2020; Jeong et al., 2022). Since social entrepreneurship is a complex phenomenon, it requires an approach that provides profound detailing to understand the concept. Given the importance of this context, the study aims to capture the lived experiences of women social entrepreneurs to reveal the underlying realities.

Men and women are securing almost equal ratios in entrepreneurship and social entrepreneurship, evidenced by the country's progress (Teasdale et al., 2011). Previous research has focused on investigating the details of social entrepreneurship and its underlying processes, attributes of a social entrepreneur, key competencies to combat the challenges (Chandna, 2022), and opportunities and inclusive strategies to become sustainable social entrepreneurs (Bansal et al., 2019) and the key contribution they are making towards the nation (Kumar, 2013; Jeong et al., 2020) in conventional paradigm. Despite this progress, there is a remarkable gap in the thought process for prioritizing women's issues (Teasdale et al., 2023; Shang, 2024). At present, particular policies for women regarding identification in the realm of a social entrepreneur are undefined due to a lack of detailed research in this field (Shang, 2024; Nakamura & Horimoto, 2020; Muthukrishnan & Bhattacharyya, 2024). Hence, the study attempted to observe how women shape their entrepreneurial journey to make them sustainable social entrepreneurs.

The study aims to contribute a separate new vision to the existing literature on social entrepreneurship by focusing on women as social entrepreneurs in the Bangladeshi context.

Moreover, this study provides deep insight into the lived experiences of women social entrepreneurs from Bangladesh who engage in social entrepreneurship. It intends to depart from existing research by exploring a nuanced view of these perspectives through a phenomenological approach. Meanwhile, by adopting a phenomenological stance, this research offers a unique perspective on the subject and contributes to the existing knowledge on epistemological grounds. Similarly, it deepens our understanding of the lived experiences of women social entrepreneurs, including what and why they pursue, how they navigate, and shape themselves in the social entrepreneurial field in the context of Bangladesh.

Drawing insights about intrinsically essential aptitudes and trajectories towards acting as a social entrepreneur, the study aimed to inspire the women who dreamt of becoming social entrepreneurs. Moreover, presenting these comprehensive scenarios from the study could advise and inspire the concerned authorities to implement practical initiatives in the social entrepreneurial fields.

1.4 Objectives of the Study

The prime objective of this study is to gain a comprehensive understanding of women's experiences as social entrepreneurs in the Bangladesh context.

Specifically, this study intends to:

- Explore and elucidate the lived experiences of women in their pursuit of becoming social entrepreneurs.
- Understand the women social entrepreneurs' experiential structure as they navigate through their journey.
- Understand how women shape themselves as sustainable social entrepreneurs in Bangladesh.

1.5 Scope of the Study

The study delves into an in-depth analysis of women social entrepreneurs in Bangladesh. The study necessitates data collection from two sources that cover the scope of the research.

- i) Primary data collection from nine women social entrepreneurs, comprising versatile social entrepreneurial approaches. The primary data were collected using a phenomenological interview method.
- ii) Secondary data gathered from the following relevant sources:

- a. Published and unpublished PhD. Paper.
- b. The literature related to social entrepreneurs, and women social entrepreneurs in developing and developed country contexts.
- c. The literature explores women social entrepreneurs in different countries, specifically Bangladesh.
- d. Government project paper, international case, and project paper on women social entrepreneurs.

1.6 Research Approach

The study found it significant for an in-depth exploration of social entrepreneurship research, particularly emphasizing women social entrepreneurs. The conventional paradigm often fails to capture subjective experiences. In contrast, the phenomenological approach among alternative research paradigms focuses on understanding phenomena by exploring the lived experiences of those involved. Thus, the study adopts a phenomenological approach to capture the lived experiences of women social entrepreneurs. This approach aims to provide a thorough understanding and give valuable insights into their journeys as social entrepreneurs.

1.7 Definition of Key Terms

Definitions of terms highlight the central terms established in a study (Nettles, 2021). Essential concepts throughout the research study are presented to enhance understanding and clarity.

Women

Women are defined as individuals aged 18 years and above (Haq et al.,2023). They represent half of the population of Bangladesh and make substantial contributions to the social and economic progress. With appropriate effort and devotion, there is a rising trend in women's involvement in social entrepreneurship (Cardella et al., 2021), which ultimately reflects the sustainable development of a country like Bangladesh (Ferdousi & Mahmud, 2019).

Social Entrepreneur

A social entrepreneur is a person deliberately passionate about generating unique social values and driven to foster positive change in society (Mair & Marti, 2006; Nettles, 2021). Social entrepreneurs are innovative thinkers who tackle social issues by addressing underutilized resources, people, and materials to meet unmet needs (Dees, 2006).

Social Entrepreneurship

Social entrepreneurship has emerged as a new perspective that blends traditional entrepreneurial practices with efforts aimed at creating social value and promoting sustainable development of the country (García et al., 2021). The core tenet of social entrepreneurship is to employ entrepreneurial strategies and innovation to prioritize social issues rather than profit while fostering positive, long-lasting impacts on communities (Kamaluddin et al., 2021).

Women Social Entrepreneurs

Women social entrepreneurs are individuals who are passionate about providing innovative solutions by leveraging underutilized resources to tackle critical social issues (Sharma, 2024). However, women as social entrepreneurs underpin the meaning of leading a social entrepreneurial platform that prioritizes social value, the empowerment of minor communities, including women and marginalized people, and addressing environmental problems (Agarwal et al., 2020; Agarwal et al., 2021; Haugh & Talwar, 2016; Rosca et al., 2020). Their fundamental intention is to generate social value rather than profits.

Sustainable Women Social Entrepreneurs

Women social entrepreneurs are individuals who not only create social value but also implement tactics and strategies to achieve long-term sustainability through addressing social, economic, and environmental issues (Kamaluddin et al., 2024).

Exploratory Study

An exploratory study provides a holistic overview of a given phenomenon, enabling the uncovering of new insights and meaning (Ghalwash et al., 2017; Bolzan et al., 2019).

1.8 Structure of the Thesis

This thesis is segregated into eight chapters.

Chapter 1 Introduction

This chapter highlighted the background of the study. As the thesis covers “Women as Social Entrepreneurs”, it tries to uphold the background of social entrepreneurship and women entrepreneurship. It also reveals the necessity of the research by explaining the research problem. The research objective and scope have also been mentioned. The significance of the study is to make the reader understand the contribution of this study.

Chapter 2 Literature Review

This chapter extensively reviews the literature on social entrepreneurship and women's social entrepreneurship. This part of the thesis explores significant research that captured the concept

of social entrepreneurship among developed and developing countries. Two themes have developed for depth of knowledge: the concept of social entrepreneurship and women as social entrepreneurs. Moreover, the theme of women as social entrepreneurs is segregated into sub-themes. In this chapter, the persuasion of women in social entrepreneurship, the path of their journey through the navigation process, and the prospects of their journey in different contexts of the country have been elaborately discussed. Finally, it establishes the research gap to highlight why this researcher is pursuing it.

Chapter 3 Paradigm of Inquiry

Chapter three is presented in this thesis as the preceding chapter before undertaking any specific research methodology. Before adopting any methodology, it is significant to understand the paradigm. Thus, this chapter highlighted the contrasting nature of the conventional paradigm with the alternative research paradigm, specifically phenomenology. As the context of this study is significant with the alternative research paradigm, it was found that the traditional paradigm was excluded.

Chapter 4 Research Methodology

This chapter highlighted the phenomenological methodology. At first, the chapter illustrated the nature of phenomenological research, the prerequisites, the data collection procedure, and the study's trustworthiness. Later, it explores the specific method followed through the phenomenological lens. Phenomenological data collection through the interviews, data sources, interpretation techniques, and ethical considerations has been elaborated to gain a deeper insight into this methodology.

Chapter 5 Presentation and Interpretation of Data

Chapter five clarifies the presentation and interpretation of data. The transformation and synthesis techniques have been elaborately described. A case specimen, along with three questions, has been added in this section. The formulation of the question is such that the reader can understand the Shaper and the consciousness process to explore the valued end (women as social entrepreneurs). This chapter will facilitate the reader about the noematic element and the noematic process to ascribe the meaning of the consciousness.

Chapter 6 Discussion of Women's Experiential Structure on Social Entrepreneurial Journey

Chapter six discusses the experiential structure of the participants engaged in this study. At first, it upholds all the shapers that shaped women as social entrepreneurs (valued end). This chapter critically explores the participants' statements derived from their experiences. The researcher's task is to elucidate the essences by following epoche and eidetic reduction techniques so that essences emerge as they exist. This chapter illustrated the aggregate essences, which are derived from accumulated essences. Data from the literature were also examined to understand the relevance of the context. The study also discusses the summary of all the essences and aggregate essences. In this chapter's second section, all the key characteristics of essences and aggregate essences have been discussed. In the third section, all the (noesis) processes of consciousness have been discussed. This way, the chapter upholds all the statements geared towards aggregate essences.

Chapter 7 Discussion on the Findings of the Study

This chapter continues chapter six and has been organized to illustrate the significant findings from the discussion in chapter six. The chapter presents all the aggregated essences—the ultimate essences of the participants' experiential structure that upholds them as sustainable social entrepreneurs. The characteristics of essences and the noetic process have also been described.

Chapter 8 Conclusion: Implications and Recommendations

The conclusion with contribution, implications and recommendations is presented in the eighth chapter. . Contributions from the perspective of methodological and practical stances have also been covered. This study's implications have also been addressed to illustrate the significance of women's social entrepreneurship in Bangladesh. The study's limitations have also been addressed. Future research regarding possible areas of social entrepreneurship has also been mentioned, along with possible recommendations.

1.9 Conclusion

The concept of social entrepreneurs or the process of social entrepreneurship is heading towards sustainable solutions for a country's social, economic, and environmental development. Hence, the research has been put forth to delve into the concept of women social entrepreneurs, who always remain a significant portion of any social entrepreneurship form. This chapter tried to describe the background of the study. It provides a brief overview of the problem statement that explains the relevance of the study by proposing research questions, the significance of the

study, the research aim and objective of the study, the scope of the study, and the contribution of the study.

It outlines the structure of this thesis so that the reader can get an idea. The next chapter is consolidated with extensive literature on social entrepreneurship, women in social entrepreneurship, key issues that compel women to pursue social entrepreneurship, the navigation and striving process, through which they strive to succeed.

Chapter 2

LITERATURE REVIEW

This study critically reviewed the literature on social entrepreneurship and women in social entrepreneurship. It involved critically examining women in social entrepreneurship who are significant in the related literature sources. The key objective of this chapter is to understand the existing narratives and constructs of social entrepreneurs.

The first section of this chapter outlines a comprehensive concept and overview of the existing literature on social entrepreneurship and social entrepreneurs, highlighting key insights in this field. To uphold the notion of this thesis, this section provides thoughts about women social entrepreneurs from both developed and developing countries. Moreover, it aims to sketch the emerging trend of women social entrepreneurs in the context of Bangladesh.

The second section of this chapter is the continuation of the first section by illustrating women as social entrepreneurs. To address the appropriate knowledge gap, the study carefully reviewed the most recent literature on women social entrepreneurs and women's involvement in social entrepreneurship. It also analyzes the literature, revealing women's pursuits in social entrepreneurship and elaborately describes the navigation process through which women strive toward social entrepreneurship.

The study critically analyzes all the relevant theories, assessments, and outlooks of the previous works of literature. To develop this chapter, published literature from reputed journals has been selected. Ph.D. theses from different countries have also been evaluated.

This chapter aims to carefully identify the scope in the literature regarding women social entrepreneurs in the context of Bangladesh. It also intends to critically observe the methodological approaches of previous literature that portrayed social entrepreneurs. Hence, the key considerations lie to understand the key constructs and narratives of women in social entrepreneurship that have gone unnoticed so far (Agarwal et al., 2020; Rosca et al., 2020; Polash, 2021).

The following section divides the key topics into two specific themes and subdivides them to address the above objective.

❖ **Concept of Social Entrepreneurship and Social Entrepreneur**

- i. Overview of Social Entrepreneurship and Social Entrepreneurs
- ii. Women in Social Entrepreneurship: Developed and Developing Country Contexts.
- iii. Rise of Women Social Entrepreneurs in Bangladesh.

❖ **Women as Social Entrepreneurs**

- i. Women as Social Entrepreneurs (WSEs): The Pursuit of Social Entrepreneurship.
- ii. Women as Social Entrepreneurs (WSEs): Navigating the Path of Social Entrepreneurship.
- iii. Women as Social Entrepreneurs (WSEs): Shaping Toward Sustainable Social Entrepreneurs

2.1 Concept of Social Entrepreneurship and Social Entrepreneur

Social entrepreneurship is gaining prominence due to its transformative impact on solving societal challenges (Saebi et al., 2019). Scholars and practitioners attribute different meanings and approaches to social entrepreneurship, a complex topic that is particularly contested between profit, non-profit, and hybrid organizations (Choi & Majumder, 2014). Deepening into the notion of social entrepreneurship, critics have categorized three prominent schools of thought within social entrepreneurship, as proposed by Dees and Anderson (2006), Defourny and Nyssens (2010), and Hoogendoorn et al. (2015). The first school, highlighted by Dees and Anderson (2006), mentioned the Social Enterprise School and the Innovation School. A social enterprise school strikes a balance between economic and social gain, often exhibiting a hybrid nature. In contrast, social innovation relies heavily on innovation to solve societal problems. Similarly, Defourny and Nyssens (2010) propose three schools of social entrepreneurship; two are similar to those proposed by Dees and Anderson (2006), and the third one (EMES), which is funded by the European Union. Moreover, Hoogendoorn et al. (2015) propose a four-model of social entrepreneurship, similar to the above three categories, and the last one matches the characteristics of social enterprise that emerged in the UK. Apart from the school of thought, significant scholars have also subdivided social entrepreneurship into public, private, or third sectors (Diaz & Ariza, 2022). However, it is notable that a consensus on the meaning of social entrepreneurship has yet to be reached (Mair & Marti, 2006), as the concept not only influences theoretical discussions but also varies across different countries of origin.

During the 20th century, the concept of “social entrepreneurs” gained attention; however, it began to gain consideration between the 1980s and 1990s (Abu-Sufian, 2012; Gupta et al., 2020). The prominent founder of “Ashoka,” Bill Drayton, popularized the term by envisioning an individual capable of dealing with burning social issues and navigating effective transformation. He aimed to craft a persona for social entrepreneurs with innovative skills and a positive mindset to tackle the most pressing social problems. Conversely, Schwab et al (2008) identified social entrepreneurs as individuals who are cautious about the opportunities and innovations that lead to positive changes throughout the roadmap. Dees (2001, 2007) portrays social entrepreneurs as principally mission-driven individuals, stabilizing social goals in pursuit of identifying opportunities. There is always a dilemma in defining a social entrepreneur. However, Mottiar et al. (2018) describe the personality of social entrepreneurs as a unique blend of individuals who attain the goals of social entrepreneurship by being deeply engaged in business and social concerns. Germak and Robinson (2014) found that social entrepreneurs (SE) in a significant proportion of the population possess unique traits that are primarily concerned with creating optimistic change in the world. On the other hand, some authors consider (SE) as a social hero filled with entrepreneurial skills and knowledge (Rangan, 2019). However, social entrepreneurs combine their thoughts and skills to build such enterprises that can contribute to the community. Drawing upon the insights of Cohen et al. (2019), a social entrepreneur is an individual, despite being an average person, who possesses a strong sense of self-identity and determination (Cohen et al., 2019). This view aligns with Tan et al. (2020), who highlight that a social entrepreneur is defined not just by self-identity but also by their intention to create value for society through social entrepreneurial platforms.

While examining the characteristics of social entrepreneurs, several collective traits are identified, including positive determination, responsibility towards society, confidence, imaginative power, and tenacity (Kibe, 2017). Meanwhile, spirit and strengths are considered prominent qualities of social entrepreneurs (Thompson et al., 2000). Self-efficacy and entrepreneurial spirit are also crucial traits of social entrepreneurs (Urban, 2020). Additionally, prominent researchers have identified various virtues of social entrepreneurs, such as honesty, integrity, and a care for others (Ranville & Barros, 2021). In addition, researchers such as Miller et al. (2012) have also included pro-social motivation, emotions, and compassion as social entrepreneurial antecedents. Moreover, Mair and Noboa (2006), Hockerts (2017), and Saebi et al. (2019) also identified personality and moral judgment as the prominent virtues of social entrepreneurs.

Some predictors of social entrepreneurs are categorized into background variables, such as sex, age, race, and health (Bernadino & Santos, 2018). Moreover, a social entrepreneur should possess a voluntary interest, along with a political ideology, trust, and the right attitude, to act appropriately (Jahan, 2017). Deepening into the definitions of entrepreneur and social entrepreneur, many scholars have found similarities between them, characterized by traits such as innovative ability, obstinacy, aptitudes, flexibility, and, most importantly, a vision for strategic improvement (Smith et al., 2014). Recent findings reveal that the primary motivator of social entrepreneurs aligns with the pursuit of social objectives (Diaz- & Ariza, 2022). At the same time, addressing social purpose is the ultimate motivator for some entrepreneurs (Mottiar et al., 2018). Moreover, social entrepreneurs are often associated with leading initiatives that focus on social, communal, and environmental goals (Kamaluddin et al., 2024).

The Global Entrepreneurship Monitor report (2015) has concluded that young people between 18 and 35 are more enthusiastic about being involved in social entrepreneurship. Approximately 210 million social entrepreneurs worldwide are working to address social and environmental challenges (ESCAP & British Council, 2017). Luc (2021) has revealed the facts about the individual and social urge for social entrepreneurship. Autonomy, freedom, and the desire to pursue a new occupation after retirement are considered individual reasons (Germak & Robinson, 2014), whereas improving others' living conditions and environment are social reasons for pursuing social entrepreneurship (Yamini et al., 2022; Kamaluddin et al., 2024). Social entrepreneurs are not only regarded as individuals but also possess noble virtues that shape their entrepreneurial platforms in a way that enables them to flourish by addressing unmet societal needs through various platforms (Chijere, 2024).

It is undoubtedly important to grasp the in-depth concept of social entrepreneurship before making any comparison with other types of initiatives (Bansal et al., 2019; Littlehood & Holt, 2018). Though it has been evident that social entrepreneurs and traditional entrepreneurs apply similar tools, the only difference is that SEs prioritize solving social problems through social entrepreneurship (Olsen, 2004; Cardella et al., 2021). Moreover, Austin et al. (2006) explained that social entrepreneurship often addresses persistent societal problems, such as poverty, discrimination, market inefficiencies, and gender issues. A large number of studies examine the role of iconic gestures and unique characteristics in distinguishing social entrepreneurs from conventional entrepreneurs (Saebi et al., 2019). However, Mair and Marti (2006) view social

entrepreneurs as differing from conventional entrepreneurs in their ability to balance the creation of social and economic value. However, a group of authors argued that social entrepreneurs possess dual personalities, both traditional and unique (Teasdale et al., 2023). However, it is notable that, unlike traditional entrepreneurs, social entrepreneurs (SEs) are opportunity pursuers (Urban & Galawe, 2020). Additionally, their ability to identify and seize opportunities sets them apart from others (Saebi et al., 2019). They always try to combine realistic strategies with an idealized vision for solutions (Jeong et al., 2020). Thus, these two terms departed from the notion of motives. Where entrepreneurial behavior exhibits innovation capability by seizing opportunities, social entrepreneurs utilize their drives toward social concern (Barton et al., 2018). The growing debate on the contrast between entrepreneurs and social entrepreneurs (SEs) cannot completely ignore the economic aspect for prioritizing social values (Mair & Martí, 2006; Moore et al., 2012; Jeong et al., 2020).

In recent years, some prominent researchers drew upon notification on social entrepreneurial definitions and traits, which are given as follows:

Table 2.1: Key definitions and traits of social entrepreneurs outlined by different authors.

Author and years	Definition	Traits of social entrepreneurs
Sastre-castillo et al. (2015).	A social entrepreneur is a person who engages in a diverse array of activities with the intention of solving social problems and aims to provide sustainable social values, which certainly depart from charity.	Self-enhancement Self-transcendence and conservation.
Ghalwash et al. (2017).	A social entrepreneur is an individual who combines an entrepreneurial and innovative mindset to tackle social issues while taking risks compassionately. Moreover, they are indebted to perseverance in handling the complex institutional framework.	Compassionate risk-takers, Perseverance.
Bacq and alt (2018)	Social entrepreneurs differ from traditional entrepreneurs in their empathy, which drives social entrepreneurial intention. Two mechanisms as self-efficacy and social worth, are mentionable.	Self-efficacy, social worth, empathy
Pangriya, (2019)	A social entrepreneur is a creative individual who finds unique satisfaction in creating a lasting impact in society by generating employment opportunities globally, prioritizing community-centric problems, and proposing innovative and revenue-generating business models.	Global exposure, creativity, and Contentment

Jeong et al. (2020)	An individual is known as a social entrepreneur who possesses a strong foundation in sustainable thinking and a community-centric approach, driven by innovation.	Innovative, sustainable thinking
Garsia et al. (2021)	A social entrepreneur is a person who identifies social problems with their innovative entrepreneurial attitude and provides sustainable solutions that primarily offer social value rather than profit.	Innovative, sustainable thinker.
Monteiro et al. (2022)	A dedicated soul is a social entrepreneurs who aims to fulfill a social mission and is capable of functioning in diverse contexts, such as social, economic, cultural, and legal aspects.	Dedication, oriented towards a social mission
Vidovic, (2023).	Social entrepreneurs are fundamentally rooted to act as change agents with a purpose to create social value rather than seeking personal gain. The concern for society, positive actions, ethical values, commitment, and innovation drive them to transform the existing social structure.	Change agent, social goal orientation, ethical value, innovation
Chijere, (2024)	A social entrepreneur exerts noble virtue who aims to shape social enterprises that address the unmet societal needs of a country.	Noble individual, initiator of social enterprises.

The table above illustrates the profile of social entrepreneurs, based on extensive research. Unlike conventional entrepreneurs, social entrepreneurs employ creative and innovative strategies to enhance their business acumen and prioritize societal issues (Rahdari et al., 2016; Vidovic, 2023). Social entrepreneurs are committed to addressing pressing societal issues, such as poverty and unemployment. (Morris et al., 2021). Ultimately, by analyzing the root cause, social entrepreneurship provides a distinctive approach to combating poverty and is committed to offering sustainable solutions (Kamaluddin, 2023). A significant portion of research indicates that a person operating a social enterprise is known as a social entrepreneur (Barton et al., 2018; Jahan, 2017). In contrast, some opinions suggest that social entrepreneurs can be within or outside social enterprises (Borstein, 2010). However, social entrepreneurs are comprised of varied natures, which are still inconclusive (Saebi et al., 2019).

Emerging research findings suggest that the collaborative nature of social entrepreneurs is crucial in their pursuit of both economic solvency and societal benefits (Ray-Marti et al., 2019; Monteiro et al., 2022). Some recent studies emphasize the importance of global exposure,

creative and innovative excellence, empathetic qualities, and sustainability concerns as key traits that signify a person as a social entrepreneur (Ghalwash et al., 2017; Garsia et al., 2021; Kruse et al., 2021). In addition, Krueger and Kickul. (2006) identified that the entrepreneurial nature should integrate with scalability and sustainability, the traits that are evident in today's emerging social entrepreneurs (Rahdari et al., 2016; Jeong et al., 2020). However, some current research suggests that unique personalities, self-reliance, and empathy are key characteristics of sustainable social entrepreneurs, creating scope for further investigation (Kamaluddin et al., 2024). Thus, it is essential to consider research on social entrepreneurs who pursue sustainable social values through business solutions (Rahdari et al., 2019; Garsia et al., 2021; Kamaluddin,2023; Kamaluddin et al., 2024).

Undeniably, the concept of social entrepreneurs is dynamic and has paved a new path in the academic space due to its multifaceted meaning (Saebi et al., 2019). To derive a holistic overview, it is essential to address the lived experiences and aspirations that form its foundation. Therefore, a nuanced perspective is not just valid but also compulsory. An alternative research approach, specifically phenomenological research, is believed to provide deep insights into the complex nature of social entrepreneurship (Moyeen, 1994, 1998). Given the paucity of research on the topic, this study aims to uncover the true outlook of social entrepreneurs.

2.1.1 Overview of Social Entrepreneurship and Social Entrepreneurs

Social entrepreneurship has gained significant recognition in the era of entrepreneurship due to the growing attention of researchers, academicians, and scholars (Saebi et al., 2019). However, there is no consensus theory or definition of social entrepreneurship, as it varies according to the country's context (Mair & Marti, 2006; Choi & Majumder, 2014). Social entrepreneurs ultimately decide on the choice of social entrepreneurial platform, with a single motto of prioritizing social values (Mair & Marti, 2006). Social entrepreneurship is promised to provide a socially fair, economically feasible, and environmentally accountable solution. An individual who is initiating social entrepreneurship is particularly conscious of these issues while balancing them with the initial investment. Additionally, social entrepreneurship plays a vital role in developing countries, as it seeks to bridge the gap in terms of social and economic development (Tiwari et al., 2017).

However, social entrepreneurship has a rich history in Bangladesh, as the country is densely populated and predominantly covers underprivileged areas. Hence, there is a vast scope of development for social entrepreneurs. Additionally, Bangladesh has emerged as a prominent

hub for social entrepreneurship, with an enormous scope for social welfare activities (Iftekhar, 2020). Moreover, it has been demonstrated as a crucial means of poverty reduction in developing countries over the past few decades (Islam et al., 2021). Remarkably, contemporary research has revealed a new term, “social business entrepreneur,” proposed by Nobel Peace Prize winner Dr Mummud Yunus, who emphasizes the dual responsibility of generating profit while addressing social issues (Huda, 2024). Dr Muhammad Yunus initiated a microfinance program through Grameen Bank in 1983. The microfinance program is widely regarded as a pioneer of social entrepreneurship, both in Bangladesh and globally. This microfinancing program is designed to provide small micro-credit loans to individuals, especially women, to alleviate poverty through various means (Fersousi & Mahmud, 2019; Kickul & Lyons, 2020). It has given a significant wave in the field of social entrepreneurship. Muhammad Yunus has emphasized the full reinvestment of profit in achieving social goals (Hasan, 2022). However, GEM (2015) notes that only 52% of social entrepreneurs are interested in reinvesting their entire profits, which can result in rapid societal improvement. Though microcredit has been criticized for its high loan repayment and social tensions, as some argue that it can lead to financial stress and even cause exploitation of the borrowers (Kayani et al., 2021). Besides Grameen Bank, BRAC, established in 1972, continues to launch numerous projects related to microfinance, education, and healthcare throughout the country. The holistic approach of BRAC, Grameen Bank, and Grameen Social Business sets a groundbreaking example for Bangladesh in social entrepreneurship (Iftekhar, 2020; Hasan, 2022; Huda, 2024). This holistic approach involves addressing not just the immediate needs of the community but also the underlying causes of social issues, and it often includes a combination of financial, educational, and healthcare services, among others (Huda, 2024).

Social entrepreneurship is often interlinked with the concept of sustainability, encompassing social, ecological, and economic benefits (Bansal et al., 2019), where social entrepreneurs act as enablers. They consistently strive to promote grassroots development in the country by engaging in various social entrepreneurial endeavors. Social entrepreneurship is indebted to the principles of equality, the right to education, and the fight against gender discrimination, as well as protest against violence and unemployment. Social entrepreneurs exercise genuine innovative authority, which typically addresses the persistent problems of society (Hechavarría & Brieger, 2022). They are now more focused on innovative solutions for ensuring environmental sustainability (zero carbon emission, recycling, etc.), technological advancement, resource mobilization, healthcare, the creation of e-business platforms, and rural

development strategies that result in sustainable economic and social solutions (Rinkinen et al., 2016). Social entrepreneurs also play a significant role in promoting a country's cultural heritage by focusing on local products, such as handicrafts, agricultural goods, and environmentally sustainable products. Social entrepreneurs are consistently concerned with developing sustainable solutions that create rural employment, empower local communities, and preserve cultural heritage, ultimately stimulating economic growth and social welfare (Delgado-Márquez et al., 2018; Ramadani et al., 2022; Kamaluddin et al., 2024).

Compared to developed countries, developing nations like Bangladesh are prominent for social entrepreneurship, as the scope is broader in such countries, which often face resource constraints, discrimination, poverty, and other challenges (Emon & Nipa, 2024). SEs focus on local communities and invest substantial effort in developing marginalized people (Sengupta & Lehtimäki, 2022). They encourage them to be included in the workforce and address their developmental challenges adequately. Social entrepreneurs may not cover the ultimate scenario of underprivileged areas, but the impact is expected to be noticed soon. SEs also propose a workforce equally combined with men and women. Social entrepreneurs, with their impactful initiatives, can be prominent promoters of positive change in society, inspiring hope and optimism. Their contributions will remain remarkable, serving as catalysts for sustainable development.

Efforts are underway to establish sustainable business models through social entrepreneurship, highlighting the importance of social, environmental, and business welfare (Geradts & Alt, 2022). The concept of social entrepreneurship aligns with inclusivity, sustainability, and humanity, addressing issues that predominantly affect women. However, male dominance is highly noticeable in this sector, which ultimately limits its exposure. In contrast, the ESCAP and British Council (2017) reveals that women-owned social entrepreneurship is gaining exposure in Bangladesh. Additionally, a significant number of young people, comprising both males and females, are involved in social entrepreneurship by promoting the concept of green operations through eco-friendly techniques.

It is noteworthy that the rising tendency to be involved in social entrepreneurship is happening due to the government's significant collaboration with donors, prominent NGO, and other financial institutions (Iftekhar, 2020). In this regard, the Government of Bangladesh is also taking initiatives to improve the condition of rural women and marginalized communities by encouraging social entrepreneurship (Emon & Nipa, 2024; Polash, 2021). To accelerate

sustainable development, there is no alternative but to recognize women as a central part of the population (Agarwal et al., 2021). This recognition is crucial not only for their empowerment but also for the overall progress of society. Meanwhile, social entrepreneurship is a crucial approach that can promote both gender parity and sustainability simultaneously, fostering a sense of respect and equality in the audience (Agarwal et al., 2020; Diaz & Ariza, 2022). Undoubtedly, social entrepreneurship holds more significance in developing countries than in developed countries due to significant gaps observed in both the social and economic spheres (Bento et al., 2018; Saebi et al., 2019). Moreover, the relevance of social entrepreneurship is growing due to the increasing adoption of innovative models comprising both men and women for addressing complex problems. Thus, this study attempted to explore social entrepreneurship within the scope of women social entrepreneurs.

2.1.2 Women in Social Entrepreneurship: Developed and Developing Country Contexts.

There is a shred of substantial evidence supporting the notion that social entrepreneurship highlights the issues related to health, education, gender discrimination, environmental pollution, information technology, etc., in developed countries, whereas the fundamental problems associated with illiteracy, sanitation, poverty, unemployment, violence, etc., are in developing countries (Agarwal et al., 2020; Raimi et al., 2022).

Social entrepreneurship platforms offer less chance to address gender gaps across the globe. Gupta et al. (2019) argued to the fact that both masculine and feminine characteristics are appropriate for initiating social entrepreneurship. However, social entrepreneurship aligns appropriately with female social entrepreneurs, as it emphasizes caring for people (Hechavarria et al., 2017). Moreover, motivational forces have a greater influence on female social entrepreneurs than on their male counterparts in attempting social entrepreneurship (Germak & Robinson, 2014; Yamini et al., 2022).

Extensive research has been undertaken to explore social entrepreneurial intentions and their impact on different countries (Tan et al., 2020). Researchers such as Datta and Gailey (2012) illustrated that women can establish their identity and improve their rights through social entrepreneurship. They also revealed the impact of social entrepreneurship on women's empowerment. A case study on India conducted by Agarwal et al. (2020) proclaimed that women engaged in social entrepreneurship can rightly address the problem of gender discrimination and alter the perception of family members towards women. In Bangladesh, women are frequently engaged in social entrepreneurship to secure financial rights by creating employment opportunities and promoting social equity (Emon & Nipa, 2024). Globally,

women are making significant contributions through social entrepreneurial endeavors that challenge traditional perceptions regarding women (Rosca et al., 2020).

In the case of developed countries, male social entrepreneurs outstrip females in a ratio of 2:1 (Ghorfi & Jurd, 2022). Though strong arguments regarding this issue revealed that the gap between males and females owned social entrepreneurship is narrower than in traditional entrepreneurship (Gupta et al., 2009; Huda, 2024). Apart from this, the percentage of women in social entrepreneurship is notably increasing in the United States of America (Van Ryzin et al., 2009). Cutura (2010) asserted that around 40% of female entrepreneurs operate in the United States, whereas the percentage is almost equivalent in Austria and France. Nakamura and Horimoto (2020) have spotlighted the development of women's social entrepreneurship in Japan. Futugami and Helms (2017) also highlighted in their study that the government of Japan has implemented a policy and environment called "womenomics" to promote a creative environment that encourages women social entrepreneurs. The results of the Global Entrepreneurship Monitor reveal that males are estimated at 55% and females at 45 % in the southern and eastern parts of Asia, which is commendable (GEM, 2022). However, in other parts of the world, the ratio is striking. Moreover, the Global Entrepreneurship Monitor report (2015) revealed that the UAE ranked first for involving almost 53% of nascent social entrepreneurs who engaged with social entrepreneurial innovations. The report also added that Indonesia scored high in operating women-owned social enterprises. In Malaysia, the young generation, comprising both male and female, is interested in pursuing social entrepreneurship, although they often lack family support and exposure (Zulkifle et al., 2021). Conversely, countries like the UK also encourage social entrepreneurship to ensure the empowerment of both men and women and local development (Haugh & Talwar, 2016). South Korea facilitates public service by implementing an ecosystem policy for social entrepreneurship, which promotes gender-balanced participation (Policy, 2024). It is also noteworthy that India has gained significant recognition for having 64% of young people encouraged in social entrepreneurship (Gupta et al., 2020; Tiwari et al., 2022). Thus, globally, the increasing ratio of both women and men social entrepreneurs is noteworthy (Hechavarria & Brieger, 2022), while cultural practices may enhance the ratio of women in social entrepreneurship across different country contexts (Hechavarria & Brieger, 2022; Ogbari et al., 2024).

Different nations have implemented various programs to promote social entrepreneurship. However, it has been evident that women consistently exhibit a positive interest in social

entrepreneurship (Dickel & Eckardt, 2021). The United Nations and the European Union have consistently promoted initiatives that support social entrepreneurship (Van Ryzin et al., 2009; GEM, 2022). Renowned foundations in India, such as Asoka, Schwab, and Skoll, as well as individual social entrepreneurs, have successfully addressed the country’s societal problems, garnering significant recognition (Bansal & Deepthi, 2022).

Many female entrepreneurs are venturing into social and green entrepreneurship to create identities and pursue social and environmental objectives (Gerlach,2021). Women entrepreneurs often possess persistent postures for financial independence, risk aversion techniques, and innovative action in social entrepreneurship (Agarwal & Lenka, 2017). Thus, they are making significant contributions on national and global stages and breaking traditional societal views on women (Suseno & Abbott, 2021). Bangladesh is now trying to achieve gender parity in economic solvency by including men and women in social entrepreneurship (Emon & Nipa, 2024; Shoma, 2019). A proportional comparison of women comprising social entrepreneurial intent (Blue bar) and commercial intent (Orange bar) is given below:

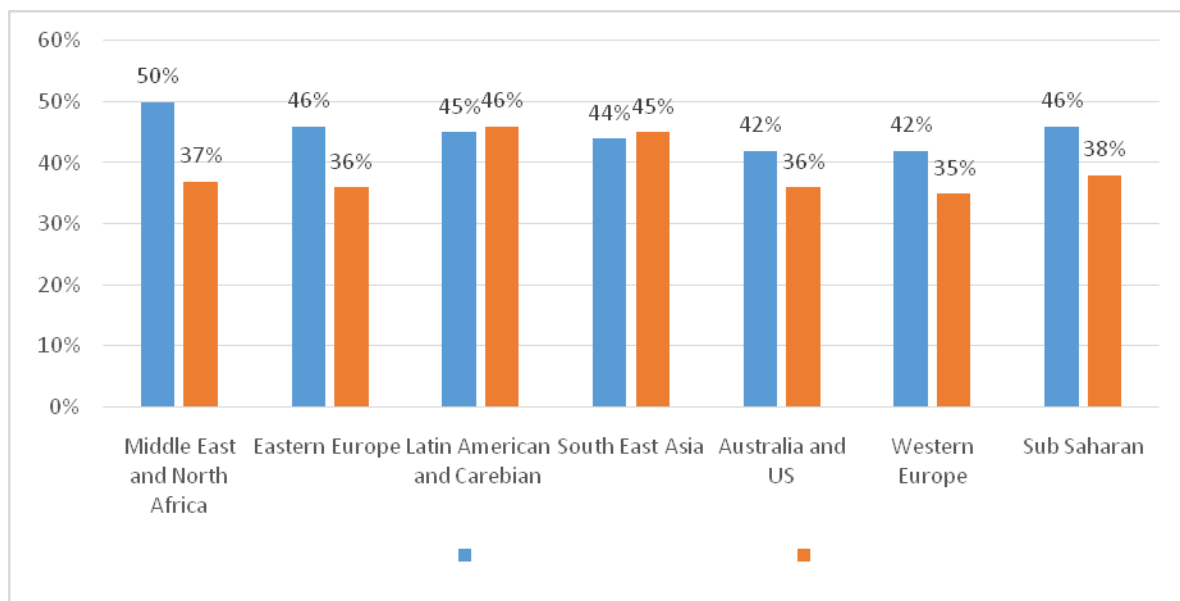


Figure 1: Percentage of Women Social and Commercial Entrepreneurs in Different Countries.

Source: Global Entrepreneurship Monitor, 2015.

The above comparison has been done on developed and developing countries. The percentage of females involved in social entrepreneurship is derived from the table above, which shows a striking difference in the proportion of nascent social entrepreneurs and traditional entrepreneurs in Southeast Asia and Latin American and Caribbean countries. The exceptions

prevail in Australia, the US, and Sub-Saharan countries, where the percentage of women's engagement in SE is higher than that of commercial entrepreneurs. The diagram reveals that Australia and the US stood ahead. However, the gender balance in social entrepreneurship is comparable to that in traditional entrepreneurship worldwide. The increasing ratio of women in social entrepreneurship, compared to traditional entrepreneurship, is clearly evident in developing countries, where they prioritize creating positive social change. It is now crucial to gain a deeper understanding of women's roles in social entrepreneurship, specifically in a country like Bangladesh, where women are enthusiastic about taking initiatives that address social, economic, and environmental issues (Emon & Nipa, 2024; Polas et al., 2021). Thus, this study aims to gain an understanding of women's involvement in social entrepreneurs in the context of Bangladesh.

2.1.3 Rise of Women Social Entrepreneurs in Bangladesh

Social entrepreneurship in developing countries is significantly tied to women's issues, as there remain synergistic relationships between women and social entrepreneurship (Rosca et al., 2020). Social entrepreneurship primarily addresses pressing societal issues, including poverty, health, hygiene, education, and, most importantly, women-centric concerns (Cardella et al., 2021; Teasdale et al., 2023). It is noteworthy that most of these problems have a significant impact on women (Agarwal et al., 2020). However, an extensive body of research has uncovered the specific role of women as social entrepreneurs in addressing these issues (Emon & Nipa, 2024). While young social entrepreneurs lead around 150,000 social enterprises in Bangladesh, which primarily address women-centric issues (ESCAP & British Council, 2017). Research is required to examine the role of women in social entrepreneurship, particularly in the context of Bangladesh (Emon & Nipa, 2024; Faruk et al., 2016; Jeong et al., 2020).

Over the past few decades, Bangladesh has witnessed a surge in social entrepreneurship, with both men and women participating (Polas et al., 2021). The social entrepreneurship concept has gained attention through "social business", an idea pioneered by Dr. Muhammad Yunus, a Nobel Laureate from Bangladesh. He proposed two types of social business in his book "Creating a World without Poverty—Social Business and the Future of Capitalism" (Faruk et al., 2016). He mentioned that a social business can focus on providing products and services while keeping in mind its social, economic, and environmental concerns. The other type may generate a profit that belongs to people with low incomes, but retains only the dividends. Grameen Danone and Grameen Bank are examples of the aforementioned types of social

businesses that have a profound impact on the lives of Bangladeshis, particularly on women (Yunus, 2007). A vigorous research paper also suggested that women are vital beneficiaries and key players in social entrepreneurship (Gupta et al., 2019).

Most of the social enterprises of Bangladesh are led by those under 35 years of age, which is a positive sign for higher growth (ESCAP & British Council, 2017). According to this report, women in Bangladesh are involved in social enterprises to empower them by creating a sense of their financial rights, promoting social equity, and offering employment opportunities (Luc, 2021). Moreover, the report also reveals that women entrepreneurs comprise one-fifth of social enterprises, higher than conventional enterprises. In addition, women entrepreneurs found in social entrepreneurship are older than men. Women's engagement in social enterprise is evident from the chart below, which shows the percentage of leaders and the workforce.

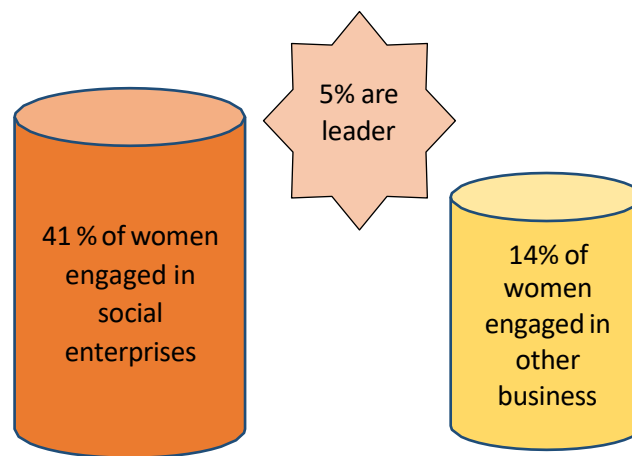


Figure 2: Percentage of Women in Enterprises
Source: ESCAP & British Council, 2017

Social entrepreneurial undertaking uncovers the gender neutrality issues that challenge traditional patriarchal norms in entrepreneurship platforms in developing countries (Ferdousi & Mahmud, 2019). Bangladesh, a pioneering country in social entrepreneurship, has the potential to consider women as key players in this field (Huda, 2024). In Bangladesh, the number of women in social entrepreneurship is increasing due to their concern for the community and society (Ferdousi & Mahmud, 2019). It is also notable that women-led social businesses in Bangladesh create employment opportunities, provide financial grants, and offer networking and training opportunities for women (Emon & Nipa, 2024). Additionally, social

entrepreneurship platforms serve as an enabler for women’s empowerment by providing microcredit programs and equity funds (Ogbari et al., 2024). To dynamize the economy of the country like Bangladesh, there is no alternative rather to promote women social entrepreneurs who promote equal opportunity in the society by addressing social issues.

Different associations in Bangladesh are encouraging women social entrepreneurs to pioneer in this field. Some of the well-known organizations are given below:

Table 2.2: Supporting Organizations for Social Entrepreneurship Development in Bangladesh.

Organization Name	Features	Support service
BRAC (Bangladesh Rural Advancement Committee)	Since its inception, BRAC has been working to promote the sustainable development of society by combating poverty. Leveraging social enterprise, BRAC focuses on marginalized communities and poor or disaster regions to implement different developmental models worldwide.	Skill development training, access to finance and markets, supporting and promoting women-led enterprises, advocacy, etc.
Bangladesh Women Chamber of Commerce (BWCC)	One of the prominent nonprofit trade bodies of women entrepreneurs works to empower women financially and socially.	Policy advocacy, training, access to finance, networking, etc.
BEI (Bangladesh Enterprise Institute).	A nonprofit, non-political organization that promotes an environment where private enterprise can deliver robust economic growth for the country.	Consultation, dialogues, workshops, seminars, and policy formulation for supporting the social enterprise sectors.
She Trades	Bangladesh is listed as the 13 th hub for becoming a host for the ITCs she trades. This Small Medium Enterprise (SME) joint initiative partnered with International Trade Centers.	Mentoring, training, networking, and promoting women's empowerment.
Social Business Youth Alliance (SBYA)	It was founded in 2015 to encourage youth social entrepreneurs by ensuring a platform for nurturing entrepreneurial thoughts.	Promoting a platform and envisioning youth to create sustainable social business ideas.
Y Y Ventures Ltd.	Established in 2019 with a focus on incubating and investing in early-stage social businesses.	Support early-stage social entrepreneurs with seed capital.

Bangladesh Bank	The Central Bank of Bangladesh which formulates and implements monetary and credit policies for Bangladesh.	Policy support system, capacity building program, refinancing, etc.
Start-Up Bangladesh Ltd	Sponsor company by Bangladesh Government. Startup Bangladesh supports innovative business ideas.	Aids in faster innovation, development of technical skills, creation of new jobs, and implementing strategies needed to build digital Bangladesh.
BYEAH	A nonprofit organization that works to promote youth entrepreneurship in Bangladesh.	Economic empowerment of youth by providing capacity building, mentoring, market linkage, and advisory services.
Private Bank	Many private banks in Bangladesh are involved in social entrepreneurship development by providing financial assistance, collaborating with different organizations, and offering expertise to support social enterprises.	Providing mentorship, financial assistance, collaboration, and networking through their financial products and services.

Source: Adopted from Emon and Nipa (2024).

Every year, the government of Bangladesh enhances financial support for women-owned and women-centric businesses. To improve Bangladesh’s economic conditions, the Bangladesh Bank, in collaboration with the Asian Development Bank, is committed to providing financial and technical assistance to support the inner strengths of women social entrepreneurs (Huda, 2024). Although Bangladesh has secured a pioneering position in social entrepreneurship, there is still a dearth of research on social entrepreneurship that considers women as social entrepreneurs (Polash et al., 2021). Thus, this study aims to provide a context-specific understanding of women as social entrepreneurs.

2.2 Women as Social Entrepreneurs

A country should ensure gender equality, perceiving it as a moral as well as economic necessity. Mitigation of the gender gap issues needs to be placed as the priority in the central part of any strategy. About half the total population, women still face inequalities with men regarding economic empowerment (Broadus, 2019). It is undeniable that women frequently experience unfavorable working conditions, manipulated business policies, glass ceiling rules, etc., which limit their awareness of economic independence and concern for society (Agarwal & Lenka, 2018). To combat all the rooted difficulties, women are more comfortable emerging as

entrepreneurs (Yunis & Hashim, 2020) and social entrepreneurs (Bernardino et al., 2018). Women are increasingly interested in solving intricate problems in society. Therefore, women are considered an excellent accelerator in gender equality through social entrepreneurship (Bernardino et al., 2018). Social entrepreneurship, which is considered an extended part of entrepreneurship, is still undoubtedly in the initial stage (Gimenez-Jimenez et al., 2022).

The Global Entrepreneurship Monitor (GEM, 2022) directed a comparative analysis of social entrepreneurship by including vast numbers of interviews regarding demographic characteristics such as sex, age, education, etc. Interestingly, no specific gender-disaggregated data was found, as most social entrepreneurship research is gender-blind analysis (Teasdale et al., 2011). Thus, social entrepreneurship is frequently regarded as an occupation that is not gender specific. On the contrary, it has been evidenced that forms of social entrepreneurship, such as social enterprises, micro-enterprises, social business, and socially oriented ventures, are more often aligned with the traits of the conventionally more feminine type (Hasan, 2022). In addition, it is undoubtedly a fact that social entrepreneurs need to possess an emotional, empathetic, and compassionate character, which is more often related to a feminine nature (Clark Muntean & Ozkazanc-Pan, 2016). Extensive research work has also been conducted to highlight the fact that women social entrepreneurs are likely to be engaged in activities that are concerned with non-economic goals (Rosca et al., 2020). However, the debate is ongoing based on comprehensive research that female social entrepreneurs may demonstrate more effective leadership in social enterprises than men (Rosca et al., 2020).

Since its inception, research has evidenced the increasing rate of women's involvement in non-economic missions as opposed to purely economic missions, such as childcare services, anti-violence, and the education sector of social entrepreneurship platforms, etc. (Kumar, 2013). By still having a tagline of the gender-neutral domain, 55% of men were found in social entrepreneurship (GEM, 2015). In contrast, a report by the ASHOKA Foundation on global fellowships has identified that almost 38% of female social entrepreneurs are associated with that area. The percentage segregated as 18% in the education sector, 20% in development, 17% in human rights, 17% in civic participation, and 11% in environment (Inkumsah, 2024). However, the contrasting growth rates of men and women social entrepreneurs are still in their infancy.

Despite the many years since the concept of social entrepreneurship was formed, it is still in its initial stage regarding who is best suited for social entrepreneurship or what motivates a person to become a social entrepreneur (Sastre-Castillo et al., 2015). One school of thought by Dickel and Eckardt (2021) argued that gender has a desirable effect on social entrepreneurial

intentions. Another study by Marlow and Martinez (2018) examines the critiques of oversimplifying gender issues in entrepreneurship. They urged a nuanced view of gender in entrepreneurship and demanded comprehensive future research.

An extensive body of research suggests that women are encountered most in social entrepreneurship platforms due to satisfying their inner feelings and thirst for serving society (Ghalwash et al., 2017; Chatterjee, 2022). At the same time, men are possibly engaged in pursuing social recognition balanced with economic solvency (Ármannsdóttir & Neergaard, 2011). It is also argued that women inherited care, support, awareness, efficacy, and empathetic virtues, often reflected in social entrepreneurship. This feminine style of social value, such as guidance, care, and compassion, is needed to establish social entrepreneurship besides creating economic value (Bobrowska & Conrad, 2017). Women are seen as biologically empathetic and loving; that is why women social entrepreneurs are best suited to social entrepreneurship grounds (Nakamura and Horimoto, 2020).

Clerk Muntean and Ozkazanc-Pan (2016) described the liberal feminist, social feminist, and post-colonial perspectives of social entrepreneurship in their research, emphasizing women's empowerment through it. Social entrepreneurial attempts by women bridge the gender gap while making inclusions at both the grassroots level and the highest stratum of the economic pyramid (Sharma, 2024). Actually, the journey of women in social entrepreneurship requires a more profound understanding to portray their drives, challenges, and unique capacities in tackling hurdles and managing sustainable entrepreneurship. Thus, this study attempted to provide a comprehensive overview by exploring these aspects, which are often overlooked in generalized approaches.

2.2.1 Women as Social Entrepreneurs (WSEs): The Pursuit of Social Entrepreneurship.

Why do women pursue social entrepreneurship? This research has attempted to address this question.

To achieve sustainable and comprehensive economies in any country, there is no alternative but to minimize gender issues. The most effective strategy should be the inclusion of women in the workforce. It is undeniable that women frequently face unfavorable working conditions, manipulated business policies, and a glass ceiling in conventional jobs, which limit their awareness of economic independence and their concern for society (Agarwal & Lenka, 2018). In contrast, social entrepreneurship offers an excellent option for women to achieve economic independence while making a social impact (Ramadani et al., 2022). The significant amount of research emphasizes that social entrepreneurship is commonly found among women

entrepreneurs and is primarily rooted in self-efficacy, moral judgment, and empathy (Tiwari et al., 2022). Moreover, women are drawn to social entrepreneurship because it aligns with their skills and fulfills their desire to become independent (Snellman & Solal, 2023). Additionally, research highlights that women-led social enterprises often prioritize non-monetary, socially oriented activities over monetary, mission-driven segments (Boetang, 2021).

Social entrepreneurship is considered a subset of traditional entrepreneurship that combines the activities of the 'entrepreneurship' and 'social' spheres (Tan et al., 2020). Meanwhile, traditional entrepreneurship led by men often tends to prioritize financial gain over other social issues (Van Ryzin et al., 2024). Women in traditional entrepreneurship, however, lag due to preexisting cultural biases and resource constraints (Azmat, 2013). As a result, the percentage of men's inclusion in entrepreneurship continues to increase faster than that of women, as they often recognize it as a route to complete independence and opportunities for financial gain. In contrast, social entrepreneurship is more suitable for women, as it requires a societal attachment rather than financial investments (Agarwal et al., 2020, 2023; Rahdari et al., 2022). Thus, it is also the case that gender discrimination appears to be less prevalent when initiating and leading social enterprises than when leading traditional enterprises (Ranville & Barros, 2022). Bangladesh possibly can strive to achieve gender parity in economic solvency by encouraging both men and women to participate in social entrepreneurship (Moral et al., 2024).

Academicians of Bangladesh are also gaining interest in the topics of social entrepreneurs and entrepreneurship by covering deep insight into their intense motivation, development, women-centric empowerment, and rural entrepreneurship areas of research (Iftekhar, 2020; Polash et al., 2021). Most social entrepreneurship caters to issues related to needs, identification, empowerment, economic solvency, and challenges faced by women. Mair and Naoba (2006) have illustrated the model of social entrepreneurship intentions. In our society, tracing male social entrepreneurs is slightly more common than tracing females (Gupta et al., 2019). On the contrary, preliminary evidence indicates that women are more likely to act as social entrepreneurs (Oloke, 2021). Women-initiated social schemes are more manifested than men (Van Ryzin et al., 2009). Again, it is noteworthy that women appeal more positively toward social entrepreneurship than men (Dickel & Eckardt, 2021). It is indubitable that limited research focuses on women's drive towards involvement in social entrepreneurship, where women are significant counterparts of men in ensuring sustainable development. However, it's high time to grasp a more explicit meaning of the evolving concept of social entrepreneurship

(Kickul and Lyons,2020; Saebi et al., 2019).

Social entrepreneurship contrasts with traditional entrepreneurship, regardless of gender, in its fundamental value (Fernández-Guadaño & Diez, 2024). The social entrepreneur's movement began in early life through the practice of humanistic character, leadership qualities, and moral obligation, ultimately inspiring them to think in terms of the greater good of society. It also requires passion, innovative capabilities, a tendency to take risks, and pro-activeness (Satar & Natasha, 2019). Moreover, entrepreneurial learning, whether through conventional means or life experience, has consistently been a supportive factor for social entrepreneurship (Agarwal et al., 2020; Waynoka & Maseno, 2021). Demographic, geographical, cultural, societal, financial, and technological environments provide a comprehensive picture of the environment that ultimately creates an appeal for social entrepreneurial intentions among women (Santos, Roomi, & Linan, 2016; Dubei & Sahu, 2022). Notably, the environment plays a crucial role in fostering social entrepreneurs in a developing country like Bangladesh. Social entrepreneurship appears to be more suitable for women, as it fosters an egalitarian climate (Ranville & Barros, 2021). Social entrepreneurship addresses the most vulnerable aspects of society, and women are often perceived as victims of such situations (Santos, 2012; Agarwal & Khare, 2023). Thus, critical life experiences influence women to initiate social entrepreneurship (Ghalwash et al., 2017). Ferdousi and Mahmud (2019) argued that social business funds may enhance women social entrepreneurs' intentions toward social entrepreneurship. Women can be regarded as the most suited ones to initiate social entrepreneurship (Cardella et al.,2021).

Entrepreneurs' personalities also drive them to think for society. Whether male or female, personality has an ancillary consequence on entrepreneurship (Corrêa et al., 2022). Additionally, personality may shape women's social entrepreneurial minds (Tiwari et al., 2017). It is also true that the environment, including education, support, and moral education from family, can also influence women to become social entrepreneurs (Urban & Kujinga, 2017). Moreover, social support originates from social networks such as family, friends, governmental support, etc, which can motivate a person to be engaged in noble work, especially social activities (Akhtar et al., 2020). In pertinence, sociability skills compelled women to enter into entrepreneurship than men (Broadus, 2019). Van Ryzin et al. (2009) claimed that young females have a more excellent orientation to act as social entrepreneurs. Looking back to the past research stories on entrepreneurship by Schumpeter and Krizner, they focused on the person determining which type of entrepreneurship they will take. Many researchers have

researched the trait approach of entrepreneurship (Thomas, 2018), but the Trait School of personality explains that no trait is responsible for making an entrepreneur. Instead, they depend on the cycle of traits. In addition, it was also found that women who participate more and show their interest in societal issues are often seen to be engaged in social entrepreneurship (Bernardino et al., 2018). Thus, it can be regarded that personal and social factors also influence a person's involvement in SEs (Germark & Robinson, 2014). Women are instinctually capable of peace-building. The ESCAP & British Council Report (2017) revealed that community attachments account for women's primary motivation towards engaging in social entrepreneurship and overall social and environmental concerns rather than income and profit generation.

Social entrepreneurship plays a crucial role in helping women develop leadership qualities and facilitating their empowerment. While empowerment can take various forms, economic empowerment is the principal one. Since childhood, women have faced such discrimination, which limits their fascination with exercising financial rights. It is claimed that women are motivated towards social entrepreneurship only to reduce poverty (Fotheringham & Saunders, 2014). Through economic empowerment, women can establish their voice, ensure participation, and make decisions in families and communities (Maracine, 2020). However, women entrepreneurs are often viewed as social entrepreneurs as a means of promoting economic empowerment (ESCAP & British Council, 2017; Jain & Ali, 2013). Additionally, social entrepreneurship raises awareness of social injustice, raising voices for social inequalities that ultimately promote peace in society. Prior experiences in solving the above issues can significantly enhance an individual's intentions to pursue social entrepreneurial endeavors (Hockerts, 2017).

In Bangladesh, it has been observed that 70% of women are engaged in social enterprises as social entrepreneurs, with the workforce primarily comprising health, childcare, violence issues, community development, and counseling (Ferdousi & Mahmud, 2019). It has been argued that tackling social or environmental issues and supporting other women are reasons why women enter into SEs in Asian contexts (Agarwal and Lenka, 2017, 2018). Social entrepreneurship encompasses all areas, creating a space for women to speak, fight, lead, build, and sustain positive change by engaging with it (Datta and Gailey, 2012; Sharma, 2024). Moreover, women's consent in approaching social entrepreneurship is often triggered by a focus on gender parity, as SE is considered a gender-blind choice (Lyon & Humbert, 2012; Gerlach, 2021). Moreover, it is believed that social entrepreneurship provides women with an opportunity to discover their leadership abilities, which they have developed since childhood

(Saebi et al., 2019). Entrepreneurial self-efficacy prompted women to consider society from different perspectives in the light of social entrepreneurship. However, social capital influences women to attempt social entrepreneurship (Mair & Noboa, 2006; Brogan & Dooley, 2024). Additionally, financial access sometimes motivates a woman to pursue social entrepreneurship out of a desire to contribute to society (Luc, 2021). Entrepreneurs' thirst for creating employment opportunities (Ghalwash et al., 2017) and self and others' skills development (Germak & Robinson, 2014) also stimulate women endeavoring in social entrepreneurship. There is a firm belief that societal problems cannot be tackled by keeping half of the population lagging. At the same time, it would be appreciable if women came wholeheartedly to solve those issues through social entrepreneurship (Agarwal et al, 2021).

Undoubtedly, social entrepreneurs have brought the concept of humanity into society by applying a commercial intention (Mair & Noboa, 2006; Santos, 2012; Cardella et al., 2021). To propose pure social value other than profit-making is essential for social entrepreneurship (Yitshaki & Kropp, 2016). Women's involvement in social entrepreneurship is believed to convey a unique perspective through an inclusive approach (Kamaluddin et al., 2024). Therefore, this research emerged to explore the appeal of women as social entrepreneurs, gaining deeper insights into their experiential structure in the Bangladeshi context. After reviewing recent research works, the following table represents research on social entrepreneurs' persuasion towards initiating social entrepreneurship, considering different country contexts. The table summarizes the key motivations identified by various authors toward social entrepreneurship.

The following table provides an outline of the social entrepreneurial pursuit for endeavoring into social entrepreneurship from different country contexts.

Table 2.3: The Pursuit of Social Entrepreneurship Explored by Different Authors in Different Country Contexts.

Author name and year	Pursuit of social entrepreneurship	Country	Key findings
Germak and Robinson, (2014).	Personal and societal factors, outlining personal fulfillment, including personal fulfillment, mentality towards helping society, non-monetary focus, achievement-orientation, Closeness to social problems.	USA	This study posits a guideline for social entrepreneurship development by identifying motivational issues.
Fotheringham and Saunders. (2014).	Women’s motive for poverty reduction through engaging in social enterprise.	Literature review from various country perspectives.	This study presented a unified approach to literature synthesis regarding women's entrepreneurship and social enterprise.
Ghalwash et al. (2017).	Personal stimulus and social problems identification capabilities through life experiences and social networks.	Egypt	This research provides an in-depth understanding of social entrepreneurial motivation in developing countries. Context.
Bernardino et al. (2018).	Gender differences and the Big Five personality model.	Portugal	The research findings showed almost no differences in the Big Five personality model between men and women in the case of social entrepreneurship initiation.
Cohen, et al. (2019)	Ideological motivation, youth training, and leadership exposure since childhood.	Israel	This research depicts the Israeli (SE) background and motivation for social entrepreneurship.

Author name and year	Pursuit of social entrepreneurship	Country	Key findings
Ferdousi and Mahmud (2019)	Introducing funds that can accelerate women's entrepreneurship development.	Bangladesh	The study assesses how social business funds motivate women to take the route into social entrepreneurship.
Bhushan (2019).	Family and societal motivation.	Secondary sources of data from different literature.	The study suggests a motivational model combining a person's stimulus, organism, and response framework.
Agarwal et al. (2020).	Entrepreneurial learning and competencies that influence WSE development.	India	This study rightly upholds crucial factors for WSE development.
Nakamura and Horimoto. (2020).	Pathway of Women's Social Entrepreneurship	Japan	This study examines transformative learning theories and also emphasizes authentic leadership.
Luc, (2021).	Perceived financial access and planned behavior for SE intentions.	Vietnam	The study indicates students' planned behavior and perceived access to finance in SE intention.
Wanyoike and Maseno,(2021)	Life events and achievement orientation.	East Africa	The study constructs two themes of motivation toward initiating social entrepreneurship.

Author name and year	Pursuit of social entrepreneurship	Country	Key findings
Yamini et al. (2022).	Pro-social and motivational forces	USA, UK, and China	The study observes the SEI between gender, pro-social, and motivational forces (intrinsic), revealing that females are more influenced by this combination than men.
<u>Ambad</u> ,(2022)	A systematic review of literature on antecedents of social entrepreneurial intentions.	56 articles based on different countries' perspectives	The study highlights a clearer picture of the antecedents of SEI.
Muthukrishnan and Bhattacharyya, (2024)	Cognitive characteristics containing self-efficacy, support from society, and entrepreneurial resilience are needed to enhance performance in social enterprise.	Developed country	The study provides accumulated factors such as self-efficacy and social support; combining material, informational, and emotional support can boost the performance of the enterprises. Strong pro-social motivation can improve resilience skills, whereas business skills can help them reach leader status.

The table above summarizes various studies that have explored different aspects of social entrepreneurship. A significant amount of research has been conducted in developed countries. Germark and Robinson (2014) explored nascent entrepreneurs in the USA. Fotheringham and Saunders (2014) compiled a literature review on women's motives in social entrepreneurship across different country contexts, examining the link between planned behavior and student social entrepreneurship intentions (Luc, 2021). The unique motivations of social entrepreneurs have been captured in the study by Cohen et al. (2019). An extensive body of research suggests that women are vital beneficiaries and key players in entrepreneurship (Gupta et al., 2019). Moreover, Jeong et al. (2020) rightly mention that researchers must focus on women's social entrepreneurs. However, despite the rise of social entrepreneurial research, research on women's social entrepreneurship has hardly been conducted in the South Asian region (Rashid & Ratten, 2020). However, Agarwal et al. (2020) investigated the factors influencing women on the path to becoming social entrepreneurs in India. Nakamura and Horimoto (2020) examine the pathways of women's social entrepreneurship in Japan. Bangladesh, a country significantly known as a prominent hub of social entrepreneurs, lacks research on women social entrepreneurs (Polash et al., 2021). Thus, a nuanced perspective of women social entrepreneurs can offer valuable insights. Moreover, a deeper exploration of their journey in social entrepreneurship, particularly in a country like Bangladesh, which faces significant resource constraints, can provide an authentic portrayal by avoiding traditional, generalized data. Thus, the research aimed to explore the concept of women's social entrepreneurship in the Bangladeshi context.

2.2.2 Women as Social Entrepreneurs (WSEs): Navigating the Path of Social Entrepreneurship.

Social entrepreneurship aims to strengthen the economic, social, and environmental spheres, yet the path itself remains complex to navigate (Rahdari et al., 2016). Entrepreneurship, whether commercial or social, is marked by both challenges and opportunities. Entrepreneurs need to navigate the challenges and opportunities that are the primary focus of social entrepreneurship, and researchers are still struggling to diagnose them (Mair & Marti, 2006).

Challenges are different for women entrepreneurs involved in social entrepreneurship from the conventional space (Agarwal et al., 2023). Almost all entrepreneurs suffer from personal, financial, and environmental constraints. In this connection, Lihanda (2024), claimed that a dedicated strategy would not be sufficient for women social entrepreneurs unless they build themselves, manage financial resources, take on a risk-taking tendency, and empower

themselves in all possible ways. In addition, the scope of social entrepreneurship is often associated with specific marginalized sectors comprising gender-specific (Minniti, 2010), disadvantaged areas (Zahra, 2012), and particular classes. Consequently, it is challenging for women to be involved with grassroots-level challenges. The challenges and scope for opportunity identification are even more complicated for women social entrepreneurs (Yitshaki and Krop, 2016). The obstacles are rightly identified in many types of research as cultural barriers, personal transformation barriers, inherent beliefs, norms barriers, etc. (Riddell & Moore, 2015). Many ideas of social entrepreneurship development failed because of inadequate mechanisms, inadaptability, and improper planning to scale them up (Miller et al., 2012). It has been proven that social innovation magnifies network elements, knowledge, experience, and credibility (Cho & Lee, 2018). Still, some WSEs have no pretension to expand due to the lack of resources, infrastructure, and adequate policies (Bolzan et al., 2019). Lack of government support, unstable legal structure, and market complexities are also significant problems. Prior research evidenced that less access to capital and other resources confined women's thinking toward initiating social value creation (Hechavarría & Brieger, 2022). Male-dominated businesses and social networks also strongly challenge women's social entrepreneurial acts (Gerlach, 2021).

On the contrary, it is undeniable that in social enterprise, women's success as entrepreneurs is quite reassuring, as social entrepreneurship is often concerned with women-centric issues (Clark Muntean & Ozkazanc-Pan, 2016; Sharma, 2024). However, it poses difficulties when a single individual balances between entrepreneurial motivation and social value creation. Social value creation is only possible when social entrepreneurs learn to overcome constraints against all resources and act as change agents (Dees, 2001, 2006, 2007; Bolzan et al., 2019). Training on awareness, fundraising and coping with cultural diversity can be fruitful for the women social entrepreneur (Mair & Noboa, 2006; Manjon et al., 2022). In pertinence, women can practice their genuine engagement and dynamic resource planning to meet the challenges of social enterprises.

Women's underrepresentation is attributed to several reasons, as highlighted by the issues of mistreatment, inexperience, and lack of skills in this field (Bhandari, 2023). The research work of Bhandari (2023) also argues that women's strong attachment to their family keeps them away from an entrepreneurial mindset. Although women social entrepreneurs have achieved many notable successes, they remain underrepresented due to an insufficient academic background and limited scientific applications (Teasdale et al., 2011; Nakamura & Horimoto,

2020). In addition, Cho, Sultana, and Kwon (2019) argued that the hybrid nature of social and economic structures are crucial for creating value, tolerating risk, and fostering compassion in achieving goals in social enterprise, which are recognized as new challenges that arise in entrepreneurship. Many researchers have argued that women lag due to a lack of individual and societal confidence (Franzke et al., 2022). In pertinence, Agarwal et al. (2020) have identified leading difficulties associated with personal and societal areas. They mentioned all the areas relevant to individual, societal, and governmental challenges. In arguments, it has been claimed that there is no knowledge or skill gap between men and women social entrepreneurs (Minniti, 2010). To balance family and entrepreneurship effectively, women entrepreneurs often employ risk aversion techniques, which can sometimes lead to lowered entrepreneurial intentions and increased challenges (Gimenez-Jimenez, 2022). However, it is worth mentioning that to initiate any social enterprise, an entrepreneur needs self-efficacy and confidence, which enables them to recognize risks in the future (Urban, 2020).

Apart from family bonds, the lack of appropriate finance is the most critical constraint on developing social entrepreneurship. Women social entrepreneurs find it a bit challenging to maintain financial stability (Orobia et al., 2020; Polash et al., 2021). Basic stable financial practices include building relationships with potential donors, effective risk management, maintaining adequate financial reserves, and managing organizational costs and overheads (Klein & Yogi, 2022). It has also been argued that social enterprises are unsustainable without external funding (Rahdari et al., 2016). Social enterprises must prioritize generating trading income and developing networking abilities while serving a social purpose and maintaining financial sustainability (Van Ryzin et al., 2009). Therefore, it is to be noted that economic sustainability is not limited to writing funding proposals, but also involves ensuring sufficient investment in organizational systems and processes, which many women social entrepreneurs often overlook (Agarwal et al., 2020; Dickel & Eckardt, 2020; Hechavarría et al., 2017; Rosca et al., 2020).

The definition of prospects or opportunities for entrepreneurs is somehow viewed as promising or impartial events (Gawell, 2013). Opportunities are interrelated with the term challenges. Social entrepreneurs often recognize opportunities due to the challenges they face in their social entrepreneurship process. Opportunity is co-created by the participant in the entrepreneurial environment rather than found in a preexisting nature. Additionally, Al Qudah et al., (2022) also argued that SEs can create external opportunities rather than depending on environmental

opportunities. Opportunity recognition is critical for SEs as it combines social and economic values (Spiegler & Halberstadt, 2018). It is argued that commercial entrepreneurs and SEs possess similar opportunity identification, assessment, and exploitation trends (Smith et al., 2014). However, it is also undoubtedly assumed that the opportunity to create social value should always be distinct from that of a social entrepreneur (Tan et al., 2020).

The opportunity to innovate something new is similar for commercial entrepreneurs and SEs. However, a slight difference lies in the perspective of societal value creation (Corner & Ho, 2010). SEs are considered opportunity seekers from the very beginning as they concentrate on their existing network and create a variety of networks (Mottiar et al., 2018). Thus, besides struggling with challenges, SEs can create new opportunities for themselves and society. While rooted in economic concern, opportunity lies with the benefit of humanity for the social entrepreneur. However, there is a dilemma about whether chance is predominant, created, or developed in social entrepreneurship (Rawal, 2018). Women can create sustainable social enterprises in Bangladesh as it offers a platform where women can exercise their leadership opportunities. Though the scenario regarding protection for women's rights is underfunded, social enterprise can act as a sustainable model for ensuring women's rights, empowerment issues, and a platform for income generation (ESCAP & British Council, 2017). Social entrepreneurship has reached an essential moment where it can be recognized as a mandatory platform that can facilitate and empower women in various ways, including education, skill development, income generation, economic and social empowerment, etc.

Hence, the number of women-led social enterprises grows daily because of their appealing features for women-centric activities (Charles, 2021). Women comprise about 50% of the total population, so it would be a cause for concern if they were not included in the workforce. Bangladesh is a male-dominated country where males should work outside and build networks. Henceforth, social entrepreneurship frequently concentrates on women-centric issues, providing a justified opportunity for women to build networks and exercise their leadership skills (Yunis & Hashim, 2020). Numerous research works on Grameen Bank case studies, a pioneer of social entrepreneurship, have evidenced that more than 95% of borrowers of such enterprises are women (Yunus et al., 2010). So, there is an urge to increase the ratio of women entrepreneurs, full-time employees, and voluntary workers in such social enterprises. In pertinence, women can pursue their opportunity to establish their personalities by creating efficacy and self-awareness, and they can also generate space for themselves in society (Nakamura and Horimoto., 2020). Though the opportunity for individual development seems

to exist in social entrepreneurship ventures' response to societal needs, it is the ultimate opportunity recognition. Dees (2001) also argued that SEs prefer social missions to clarify their social entrepreneurship opportunities. Every individual may not capture social entrepreneurial opportunities (Robinson, 2006); those who face challenges may try to build their opportunity to advance. It has been claimed that personal background may shape opportunity recognition for entrepreneurs (Corner & Ho, 2010). In pertinence, he argues that entrepreneurial background, personality, and experience let them explore the market and structural barriers and eventually navigate with proper opportunity recognition. Entrepreneurial learning ability and prior knowledge also foster opportunity recognition (Corbett, 2007).

Rural development is also considered one of the key social entrepreneurship opportunities, which SEs may aim to ensure (Mottiar et al., 2018). Women's empowerment through personal, financial, and social development is one of the key concerns of rural development (Debnath et al., 2019). Hence, social entrepreneurship empowers women to raise their voices, exercise their freedom, and create new structures that benefit society, ultimately contributing to rural development (Gawell, 2013; Torres & Avolio, 2024).

The above discussion helps to portray the critical path of women social entrepreneurs, which is embedded with challenges and opportunities. Men and women from different countries also navigate their paths by struggling with these challenges and escaping from them through identifying opportunities and prospects.

The following table highlights some research work that mentions the navigation process of social entrepreneurship.

Table 2.4: Navigating the Path of Social Entrepreneurship in Different Countries' Contexts.

Author/ year	The navigation process of social entrepreneurs	The origin country of the research	Contribution
Korsgaard , (2011).	Role of opportunity in social entrepreneurship development	Denmark	The study depicts a mobilization and transformation of resources and opportunities toward social entrepreneurship.
Gawell, (2013).	Opportunity as a perceived necessity.	Sweden	The research interplays between the concepts of social entrepreneurial opportunity with perceived necessity and needs.
Yitshak and Kropp, (2016).	Creation of awareness towards unmet social needs.	Israel	This research provides a theoretical process model that links motivation, opportunity recognition, and the activities of SEs.
Boateng (2017).	Female social entrepreneur as a hybrid social entrepreneur	Africa	This study overviews female social entrepreneurship in a hybrid nature to create an impact on community and socio-economic development.
Spiegler and Halberstadt, (2018)	Contextual factors, personal network issues.	South Africa	This study indicates how social networking influences idea generation for social entrepreneurship.
Mottiar et al. (2018)	Opportunity as Rural Development	Ireland, South Africa, USA	This research signifies the role of SEs in rural tourism development.
Siegner et al. 2018.	Tensions and tradeoffs of social enterprise.	Germany	This study tries to reveal the tensions that arise among social enterprises.
Rosca et al. (2020).	Challenges and inclusive strategies through the effectuation lens	India and Colombia	The study signifies that female entrepreneurs have different approaches to creating a new venture.
Hussain, (2020).	Factors of challenges of women social entrepreneur.	Pakistan (KPA, FATA)	The study reveals challenging factors for women social entrepreneurs in the war-affected area.

Yunis, and Hashim (2020).	Drivers and hurdles of social entrepreneurship, Feminist theory.	Pakistan (Peshwar)	The study makes us understand the prospects and challenges of Pakistani women social entrepreneurs through institutional and feminist theory.
Agarwal et al.(2020).	Factors of women's social entrepreneurship for sustainable development.	India (Uttar Pradesh)	This study examines some crucial factors that are solid for sustainable development.
Hu et al. (2020).	A critical realist theory of opportunity emergence.	China	The research findings clarify the interrelationship between social entrepreneurial opportunity structures, causal powers, and social entrepreneurs' intentions.

The table compiles WSE's challenging issues and opportunities that help to understand the constructs of recent studies. It has come to the attention that the previous researchers very rigidly explored the process of prospect and recognition for social entrepreneurs (Yitshaki & Kropp, 2016). Moreover, in most cases, it has been neglected to understand the prospects or opportunities for women in social entrepreneurship (Rosca et al., 2020). Boetang (2017) shed light on the hybrid nature of women's social entrepreneurs and their impact on community and socioeconomic development. Rosca et al. (2020) illustrated the transition stage of social enterprises in the context of Japan. Hussain (2020) rightly mentioned the crucial factor for combating the challenges. Spiegler and Halberstadt (2018) focus on idea-generation techniques for social entrepreneurship. Agarwal et al. (2020) incorporated the concept of sustainability into their research. Despite growing research on the challenges and opportunities faced by social entrepreneurs, limited attention has been drawn to Bangladeshi women social entrepreneurs. There remains a significant scope for understanding how Bangladeshi women social entrepreneurs navigate their path in social entrepreneurship (Emon & Nipa, 2024). Beyond clustering the challenges and opportunities into generalized data, this study endeavors to provide a nuanced overview, particularly in recognizing the challenges and opportunities that arise while navigating the path of social entrepreneurship. Therefore, this study is designed to uphold the experiential structure to uncover both the objective and subjective realities, which previous research has generalized.

2.2.3 Women as Social Entrepreneurs (WSEs): Shaping Toward Sustainable Social Entrepreneurs

In the present era, to thrive in the field of social entrepreneurship, it is undoubtedly important to focus on sustainability issues. Given the importance of the above issues, it can be said that sustainability is a pivotal need of social entrepreneurship and social enterprises. Sustainability and social entrepreneurship are interlinked as both are concerned about long-term social, economic, and environmental impact (Stubbs, 2017). Moreover, sustainability is sometimes identical to the triple-bottom line, including financial, social, and ecological aspects, which balances with adding business value (Kamaluddin, 2023). The United Nations has emphasized the importance of sustainable innovation in tackling long-term developmental challenges. Conversely, Bansal et al. (2019) also appealed for a blended sustainable solution with social, ecological, and economic benefits in the long run. Sustainability is a continuous process of the social enterprise rather than focusing only on product orientation (Kamaluddin, 2023). Many research works have also argued that social enterprise is geared toward economic, social, and environmental sustainability (Javed et al., 2019). Social entrepreneurship proliferates by impacting people's lives by focusing on sustainable operations. In pertinence, it has been claimed that social enterprises are inherently directed towards achieving sustainability by balancing between financial and social aspects (Zhang & Swanson, 2014).

Numerous research works have been conducted to assess the role of traditional enterprises in achieving sustainable development goals (Goyal et al., 2021). A few researchers have put effort into linking sustainability with the term social entrepreneurship. However, a lesser amount of significant effort is still poised to understand women as sustainable social entrepreneur and their tactics, which is the mainstay of this research. Moreover, existing literature also hesitates to uphold the extensive contribution of social entrepreneurs in making a sustainable future (Bansal et al., 2019). Jeong et al. (2020) argued that research on sustainable ventures led by women and concepts of sustainability has gradually gained importance, which remains uncovered.

The popular model for sustainability, which encompasses the 3 Ps containing profit, people, and the planet, has been developed by Elkington (1998). However, to hold the precise meaning of the term sustainability, entrepreneurs need to perceive it as a dynamic concept. Long-term sustainability describes people utilizing their planet/resources to ensure profit and societal

values. In pertinence, sustainability in social entrepreneurship sometimes depends on the distinguished nature of the enterprise, which is supposed to stand with profit, not-for-profit, or nonprofit types (Saxena, 2019). There appears to be a misconception that social enterprise will always be financially sustainable because it always endeavored to engage in revenue-generating contracts (Ambad, 2022). However, the belief overlooks the complexities of assuring financial viability. Most social enterprises prioritize social equity by attempting positive economic and environmental development actions. According to Littlewood and Holt (2018), the priority of holding social values over economic values distinguishes social entrepreneurship from traditional entrepreneurship. Income generation by doing commercial activities distinguishes them from being an organization of charities. As social enterprises are nonprofit or not-for-profit organizations, there is no alternative but to depend on effective management to utilize resources to ensure long-term sustainability (Kamaludin et al., 2023).

Social enterprise through social entrepreneurship attempted towards sustainable development by 2030, set out by the United Nations. The ultimate melody matches the motto of social entrepreneurship by addressing economic freedom through poverty reduction strategy, gender equality, and protection of the environment, etc. Social entrepreneurship will deliver sustainability only when it makes an impression on economic return and impactful living (Calic & Mosakowski, 2016). It is also argued that sustainable social enterprises and social entrepreneurship mainly depend on the strong relationship with donors, communities, and various foundations with whom it is expected to accelerate (Jeong et al., 2020).

Sustainability not only considers the endeavor toward a successful enterprise. Instead, it is put forth to sustainable social entrepreneurs. Social entrepreneurs are vital to achieving sustainability on any platform (Littlewood & Holt, 2018). The sustainable social entrepreneur often possesses sturdiness for social values and economic solvency. Sustainable social entrepreneurship relies on attaining entrepreneurial competencies and facilitating successful social ventures (Gümüşay & Bohné, 2018). The intentions of sustainability are manifold by different factors of a person's thinking (Tiwari et al., 2017). Sustainability is interrelated with entrepreneurs' capability for opportunity identification and factors that shape attitudes and behaviors toward business sustainability (Cheng & Chu, 2014; Orobia et al., 2020). Values, rituals, and norms shape individuals' thinking and decision-making power. Sustainable social entrepreneurs do not rely only on business practices; they are instinctive to possess a passion for social values. Social entrepreneurship encourages an entrepreneur with the utmost autonomy, moral judgment capability, and empathetic leadership ability, contributing to sustainable performance and returns (Dees, 2001; Mair & Marti, 2006).

There is a debate about whether sustainability concerns develop entrepreneurial intentions or entrepreneurial mind concerns for sustainability. Social entrepreneurs prioritize creating social value by adopting organizational sustainability and connecting the mission with social value (Bernardino et al., 2018). Sustainability orientation answers how social entrepreneurs prepare for the future (Jeong et al., 2020). Previous arguments indicate that an entrepreneur concerned with sustainability through social value creation may help fight challenges and create opportunities by shaping their social entrepreneurial attempt. A sustainable social entrepreneur will only make it if they ensure an economic system compatible with handling risk management and provides good returns (Rosca et al., 2020). Another aspect of sustainability is indebted to societal awareness of health, education, employment, care, a voice against violence, etc. The sustainable social entrepreneur is also conscious of natural and energy resources and their environmental impact (Rahdari et al., 2016). It is also argued that education, training, and skills in a particular field concern an entrepreneur with societal and business sustainability (Cho & Lee, 2018). Sustainable social entrepreneurs might depend on ethical sourcing criteria containing renewable sources, continuing the production process through marginalized people, and implementing recycling patterns to ensure ongoing output sustainability.

The brief distinction based on sustainability between traditional and social entrepreneurs is original ideas from the input stage to the concept of processing and giving outputs. On the contrary, a sustainable social entrepreneurship platform also relies on income generation, eventually distinguishing it from charitable organizations. Concepts of sustainability issues are described below:

Social Issues Addressed by Social Entrepreneurs

In the journey towards creating a sustainable society, the contributions of government agencies, government aid organizations, private organizations, public and private foundations, NGOs, NPOs, other stakeholders (including donors and international agencies), and social enterprises are significant (Rahdari et al., 2016). However, the result would not prove effective and viable due to those platforms' limited scalability, processing, and extension capabilities (Goyal et al., 2021). Although social entrepreneurship is a relatively new concept, addressing social problems and seeking relevant solutions is not new (Kamaluddin et al., 2024). Social entrepreneurship aims to provide sustainable solutions while seeking innovative ones (Choi & Majumder, 2014; Kamaluddin et al., 2024). Social entrepreneurs leverage the resources to specifically address and meet the critical needs of the most underprivileged segments of society (Germark & Robinson, 2014).

Social entrepreneurship is prevalently defined as the use of resources to create social value, while sustainability concepts also aim to achieve social objectives and values (Mair & Marti, 2006). Therefore, social entrepreneurship is closely linked to sustainability and social value (Kamaluddin, 2023). Moreover, social entrepreneurs can implement sustainable solutions for poverty (Germak & Robinson, 2014) and unemployment by including marginalized people (Clark-Gill, 2016), especially minorities in the workforce (Barki et al., 2020), initiating fair practices, providing training opportunities, and arranging sustainable livelihood practices (Bansal et al., 2019). Additionally, it has been found in significant studies that sustainable social entrepreneurs celebrate diversity while ensuring employment opportunities (Cardella et al., 2021; Kamaluddin et al., 2024). They are eager to introduce community engagement and participatory decision-making (Ambad, 2022). Social entrepreneurs are always aware of the activities against gender discrimination, child marriage, human trafficking, and acid attacks (Fernández-Guadaño & Martín-López, 2023). Though it is often difficult to reach out to all, especially those in privileged areas (Siegener et al., 2018). Social entrepreneurs also ensure sustainability by establishing human catalysts to address vulnerable social issues that government and other organizations hesitate to address.

Economic Issues Addressed by Social Entrepreneurs

Social entrepreneurship is gaining the attention of practitioners and researchers due to its hybrid nature, which simultaneously comprises both social mission and economic solvency (Nair, 2022). The opportunity for income generation is different for social entrepreneurs from non-profit organizations (Javed et al., 2019). Innovation has been enduring for over five centuries, while sustainability, a relatively new concept, is now essential for the economic viability of organizations (Kamaluddin, 2023; Kovanen, 2021). Research also supports that sustainable development is fruitful if combined with an innovative approach and open innovation (Rahdari et al., 2016). Moreover, internal and external innovation techniques have proved that platforms and campaigns are assumed to focus on creating awareness programs that address critical social issues (Kamaluddin et al., 2024). Kamaluddin (2023) also argued that social entrepreneurs and enterprises often serve as a practical tool for ensuring sustainability. Social entrepreneurship should reform business strategy, values, business methods, and principles to align with its vision (Kabir, 2019; Kamaluddin et al., 2024).

Sustainable economic solvency by focusing on innovative technology, exploring new opportunities, adopting new production methods, and accessing new markets through the efficient use of resources (Rahdari et al., 2016; Kamaluddin, 2023). Social entrepreneurs are now

developing creative solutions that rely on new products and production methods, focusing on minimizing environmental damage (Rahdari et al., 2016; Teasdale et al., 2023).

To promote economic sustainability, social entrepreneurs prioritize rural development, as these underprivileged areas are a significant concern for them (Goyal et al., 2021). Sustainable economic growth cannot be achieved without the contribution of social entrepreneurs in rural areas, as they play a crucial role in initiating infrastructural and agricultural development (Mottiar et al., 2018; Rangan & Greg, 2019). It is also noteworthy that numerous social entrepreneurship platforms offer vocational education and training to assist the affected community in bridging the gap and becoming part of the economic cycle (Klarin & Suseno, 2023). Moreover, they also balance the social mission of poverty alleviation and economic safety by providing skill development training and technical education in remote areas (Germerk & Robinson, 2014). The marginalized community can improve its financial status by engaging them in skill development training and contributing to the country's economic sector (Agrawal et al., 2023).

A country can only achieve sustainable development if it balances rural development with urban areas, which is the pivotal duty of the social entrepreneurs.

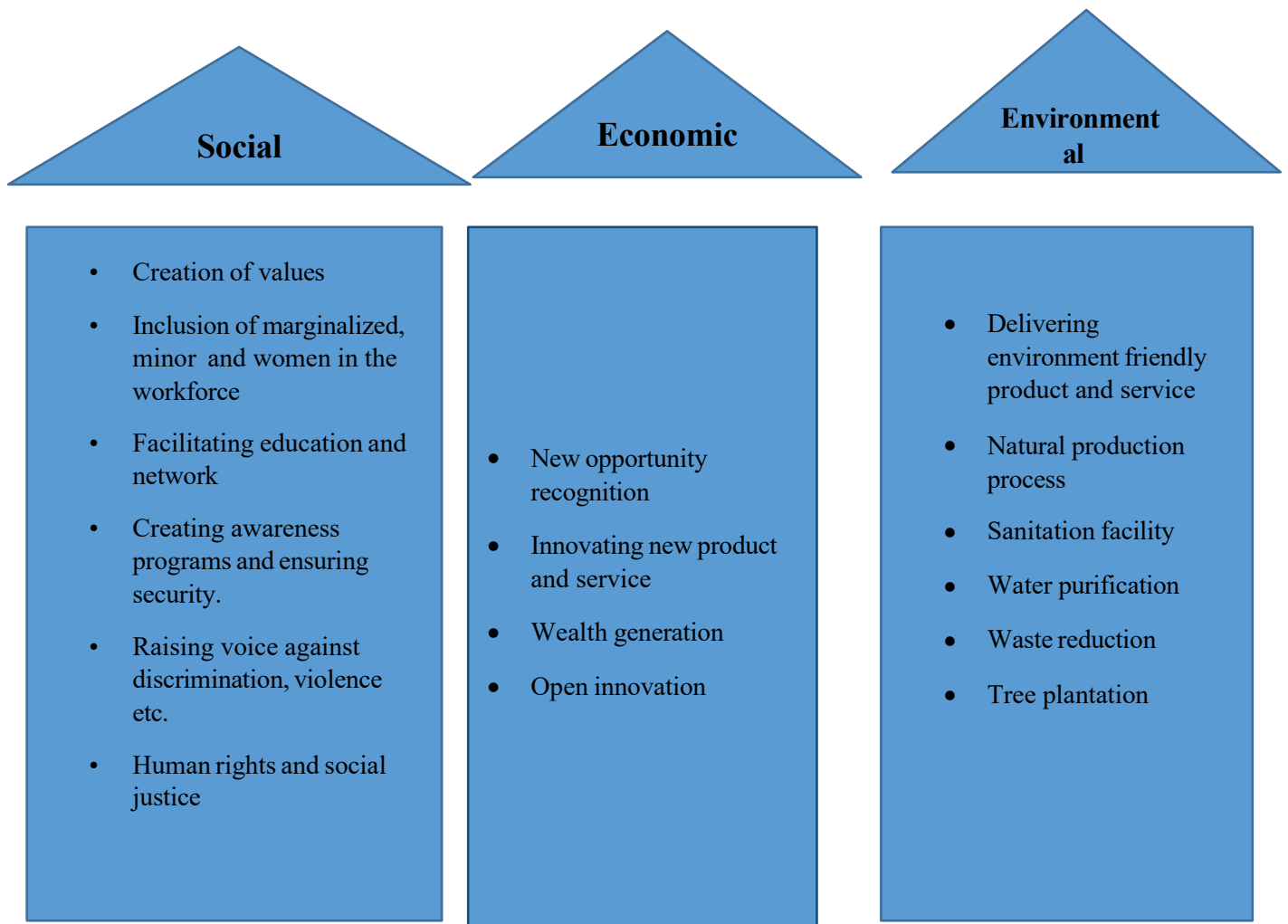
Environmental Issues Addressed by Social Entrepreneurs

Environmental sustainability aims to preserve non-renewable resources so that they remain usable for future generations. Sustainable social entrepreneurs should address current needs by balancing the issues and prioritizing the requirements of future generations (Kamaluddin et al., 2024). Social entrepreneurs often consider environmentally friendly innovation techniques while considering sustainability issues (Ramadani et al., 2022). Conversely, adopting environmentally friendly production methods can open up new avenues for social entrepreneurs to access attractive funding opportunities from various grants, donations, and external parties (Odeyemi et al., 2024). Recent analysis has shown that most social entrepreneurs are employing innovative strategies to tackle pressing issues such as biodiversity, pollution, deforestation, water purification, sanitation, waste reduction, and tree plantation (Kovanen, 2021; Kamaluddin et al., 2024). In developed countries, social entrepreneurship involves business endeavors that promote renewable energy, mitigate carbon emissions, and adapt to climate change (Ambad, 2022).

Social entrepreneurship is adopting a circular economy model in developed countries (Ambad, 2022; Mishra et al.,2024). Moreover, entrepreneurs from developing countries focus on business solutions that incorporate repurposed materials, recycling technologies, and waste management models (Kamaluddin et al., 2024). Social entrepreneurs set examples for sustainable production by adopting new strategies and green innovation techniques (Kovanen,2021; Klarin & Suseno, 2023). In addition to adopting green innovation techniques, social entrepreneurs often rely on eco-friendly alternatives (Odeyemi, 2024). Zero wastage in the production process, introducing sustainable fashion products, and adopting environmentally friendly products are some areas that social entrepreneurs can emphasize nowadays (Charles, 2021). Social entrepreneurs are now implementing sustainable practices in the agricultural sector (Mishra et al., 2024) by introducing environmentally friendly pesticides, fertilizers, and supporting machinery.

Social entrepreneurs hold many programs, workshops, and campaigns regarding the importance of environmental conservation. They usually try to arrange awareness programs on sustainable practices. Eventually, this strategy will allow them to access the new market, differentiating their production methods from existing competitors. In a nutshell, social entrepreneurs can improve their image with the stakeholders and hold good business opportunities.

Table 2.5 describes the examples of social, economic, and environmental issues addressed by social entrepreneurs.



Sources: Abu-Saifan (2012), Ambad, S.N.A. (2022), Kuckertz and Wagner (2010), Kovanen (2021)

While delving into the concept of women social entrepreneur and their sustainability, it has been observed that the proportion of women in this area is significantly increasing (Agarwal et al., 2020). However, a remarkable gap exists between men and women in the equal social entrepreneurial attempt (Stephan et al., 2015). Slowly but impactfully, the inconsistency is assumed to be reduced. Research has evidenced that the ratio of women social entrepreneurs is higher in the social entrepreneurship arena than in conventional entrepreneurship (Bernardino et al., 2018). However, women are underrepresented in leading positions in social enterprises (Dickel & Eckardt, 2021). Women social entrepreneurs usually go through a concurrent phase, including mission establishment, resource allocation and utilization, and market creation, which is essential for sustainable social enterprise (Kumar, 2013). Furthermore, there needs to be a

proper structure and strategy to meet the needs of each phase. Datta and Gailey (2012) argued that women social entrepreneurs are embedded with vision, creativity, ability, determination, and a hardworking mentality that nurtures them to create sustainable social entrepreneurs.

Undoubtedly, a proper policy environment would be the best supporting system for implementing the strategy and structure of a sustainable social enterprise. Access to finance, education, training, and skills is essential for making women sustainable social entrepreneurs. However, there is evidence that women social entrepreneurs are more eligible to access government financial initiatives (Ajiva et al., 2024). However, there needs to be proper planning to disburse the financial arrangement, training for appropriate utilization, and evaluation for tracking the results. Women social entrepreneurs must concentrate on network and communication issues to be sustainable (Agarwal et al., 2020). In a nutshell, women social entrepreneurs should learn to balance their ventures to improve people's living socially, economically, and environmentally, rather than stand as charity organizations.

Sustainable social entrepreneurs are concerned about their enterprise's survival and ensuring viability over time (Kamaluddin et al., 2024). Social entrepreneurs envisioned adding value to the most vulnerable sectors of society in a sustainable manner, as mentioned above. A Plethora of researchers prioritize social, environmental, and economic sustainability as a key concern for ensuring the viability (Javed et al.,2019; Kamaluddin et al.,2022). Conversely, research indicates that sustainable social entrepreneurs operate sustainable enterprises that handle specific social, economic, and environmental challenges (Zhang & Swanson, 2014). Sustainable social entrepreneurs prioritize social progress by balancing economic prosperity and ecological stewardship through establishing a social mission, networking, innovation, and financial gain (Manjon et al.,2022). In a nutshell, sustainable social entrepreneurs embrace sustainable development by incorporating these three bottom-line approaches.

Table 2.6: Sustainable Social Entrepreneurship in Different Country Contexts

Author/year	Key concepts of sustainability	The origin country of the research	Contribution
Bento et al. (2019).	Social entrepreneurial contribution towards sustainable development.	Reviewing theory from developed and developing countries and large-scale organizations.	The study put effort into reviewing the theory to establish the link between how social entrepreneurship promotes sustainable development.

Jeong et al. (2020).	Past, present, and future thinking process to become a sustainable social entrepreneur.	USA	The study tries to illustrate past experiences, present endeavors to lead their life as social entrepreneurs, and future strategies to make them sustainable.
Orobia et al. (2020).	Entrepreneurial framework and sustainability.	Uganda	The study sketches entrepreneurial framework conditions that are interrelated with sustainable business.
Kamaluddin et al. (2022).	Economic, social, behavioral, and governance to understand the effect on social entrepreneurship and sustainability.	Reviewing literature.	The study proposes a conceptual framework for the development of social entrepreneurship theory.
Dickel and Eckardt. (2021).	Social entrepreneurial intentions, gender, and sustainability orientation.	Germany	The study outlines the paths of social or commercial entrepreneurial intentions manifested by gender and sustainability orientation.
Jiatong et al. (2021)	Social mission and innovation incorporate social networks and government regulations.	27 countries (online survey)	The study illustrates that social mission and innovation positively impact sustainable enterprise, social networks, and regulation.
Cesinger et al. (2022).	Identity shifts, A conflicting role for ensuring sustainability.	Europe	The study successfully depicted the hybrid identity fluidity of social entrepreneurs for maintaining sustainability by investigating their dynamic role.
Ramadani et al. (2022).	Sustainable competencies of social entrepreneurs.	Uttar Pradesh, India	The study solicits eight sustainable competencies required for sustainable development.

The above table enables us to understand the striving process of social entrepreneurs in different country contexts. Significant research work has attempted to examine how social entrepreneurship creates sustainable platforms. (Saebi et al., 2019). Inadequate numbers of research portrayed the concept of sustainable social entrepreneurs (De Lange & Dodds, 2017). This study opens up a scope to sketch how women strive in social entrepreneurship to make them sustainable for the future.

It also needs to be mentioned that women-centric social entrepreneurship is noticeable worldwide (Global Entrepreneurship Monitor, 2015; Jeong et al., 2020). Although Bangladesh secured the pioneer position in social entrepreneurship, there is a dearth of research on social entrepreneurship that considers women as social entrepreneurs (Polash et al., 2021). The journey of social entrepreneurship is assumed to be complex, as it aims to achieve sustainable economic and societal gains (Halberstadt et al., 2021). However, previous research has given a review of social entrepreneurship through a positivist approach where social entrepreneurial postures reflect through generalizability (Oliveria et al., 2024). It is worth mentioning that social entrepreneurship is deeply rooted in an emotional experience that is hardly quantified and justified (Oliveria et al., 2024). Phenomenological research that relies on the experiential structure can provide more profound insight into the underlying thought (Moyeen, 1994). This study overlooks the pre-established definitions and thoughts proposed by different schools; instead, it values experience as lived, considering it an authentic source of gaining nuanced perspectives. Thus, the study adopted a phenomenological stance, where participants lived experiences, as described through in-depth descriptions, narratives, reflections, and introspective notes, became evidence (Moyeen, 1998). Moreover, the study aims to remain faithful by acknowledging participants' experiences, which are deemed to reveal 'essences' - a fundamental source of meaning-making that surpasses generalization (Moyeen, 1994). Exploring the experiential structure regarding how women became social entrepreneurs in a country like Bangladesh is assumed to give more nuance, a context-specific overview of this concept. Thus, the topic related to the experience and phenomena of women social entrepreneurs certainly creates new avenues for research.

2.3 Conclusions

This chapter highlights the existing literature on the concept of social entrepreneurship, social entrepreneurs, and women in social entrepreneurship. A profound number of research papers significantly portray social entrepreneurship in the light of process, platforms, functions, success factors, and making comparisons and contrasts with conventional entrepreneurship. Additionally, a significant portion of social entrepreneurship research endeavors to shed light on positivist postures. This approach emphasizes objectivity and seeks generalized and conclusive findings through causal connection, hypothesis development, and a conceptual framework. However, it raises questions regarding tracing the social entrepreneurial mind through generalized findings, while the complete form of objectivity is untenable in social science research.

Despite Bangladesh being the pioneer in social entrepreneurship platforms, it is still lagging in upholding the notion of research in this trend. Moreover, there is a dearth of research that only concentrates on women social entrepreneurs. Thus, the study finds its novelty in exploring the lived experiences and unique narratives of the journey of women social entrepreneurs.

Grounded in the notion that the truth of the reality of social entrepreneurship only emerges through experiential structure, this study deliberately takes a stance on women social entrepreneurs in Bangladesh by relying on subjectivity over objectivity. From this point, the study made an effort to unveil the scope to emphasize the unique narratives of women social entrepreneurs, particularly of Bangladesh, compiling their pursuit, navigation process, and shaping mechanism towards making them sustainable social entrepreneurs.

In summary, by denying preconceived theories, frameworks, and causal connections, this study aims to carve out a unique scope in the social entrepreneurship research by upholding women social entrepreneurs in Bangladesh through adopting a phenomenological lens, particularly focusing on their experiential structure. The subsequent chapter has been prepared to highlight the contrasting features of conventional and alternative paradigms and the rationality of initiating this study in the phenomenological approach

Chapter 3

PARADIGM OF INQUIRY: CONTRASTING THE CONVENTIONAL APPROACH WITH THE ALTERNATIVE APPROACH

This chapter provides the background for selecting the appropriate methodology for the study. Before proceeding to the methodology chapter, this chapter provides a solid understanding of the research paradigm and philosophy to clarify the paradigmatic assumptions of the researcher.

The researcher begins the chapter by clarifying the concept of research paradigm and philosophy. The study delves into the idea of paradigm by considering two notions - conventional and alternative research paradigms. The study precisely considers the phenomenological paradigm. Philosophical terminologies such as ontology, epistemology, and methodology have been briefly defined and presented in a tabular form, aligning with two specific paradigms.

In the next section, the study describes the key concept of the conventional paradigm (popularly known as positivism) by explaining its ontological, epistemological, and methodological considerations. Moyeen (1994) highlighted the severe methodological and philosophical weaknesses of the positivist approach in his study. The study also attempts to explore the limitations of the positivism approach.

By aligning with philosophical considerations, the researcher attempts to examine research in an alternative way, specifically from a phenomenological perspective. The ontological, epistemological, and methodological stances of phenomenology have been clarified to justify its validity as an alternative research approach.

This chapter also presents some arguments between the positivist approach and phenomenological approach by consecutively clarifying the critique and justification. This study was inspired by Moyeen's work (1994, 1998, 1999). This chapter attempts to facilitate a better understanding of the arguments presented, making a clear comparison between positivist and phenomenological approaches and also encourages readers to reflect on their contrasting and methodological perspectives.

3.1 Research Paradigm and Philosophy

Research paradigm is considered an interpretative framework, guided by a 'set of beliefs and assumptions about the world and how it should be understood and studied. The research paradigm is considered a broader perspective, so a researcher embraces knowledge, beliefs, and assumptions in which the researcher plans to conduct the study (Guba & Lincoln, 1994). A researcher can embellish philosophical orientation and research questions by defining the research paradigm (Saliya, 2023). Research paradigm has different approaches, such as positivism, post-positivism, phenomenology, critical theory, etc. It provides shared principles that ultimately shape a researcher's research philosophy.

Tamminen and Poucher (2020) assert that research philosophy holds the belief structure upon which the research methodology relies. Moreover, research philosophy establishes individual belief structures, often clarifying people's thinking processes regarding society, the world, and the universe. Research philosophy is established by human beings' basic questions regarding the universe (Benton and Craib, 2023; Sober, 2020).

Research philosophy is often understood by its 'ontological' and 'epistemological' stances. In a particular research paradigm, ontological assumptions set the structure of epistemological assumptions, which in turn set the methodological stance (Moyeen, 1998).

In a nutshell, the origin of research philosophy refers to the underlying set of beliefs and assumptions about ontology (nature of reality), epistemology (nature of knowledge about reality), and the methodology (method used to gather knowledge of reality).

The researcher tried to summarize the research paradigm in the following discussion by addressing ontological, epistemological, and methodological approaches by considering positivistic and phenomenological stances to draw a justification for the current research endeavor.

A brief description of philosophical terminologies is given below:

3.1.1 Ontology

Ontology is concerned with the nature of reality. Ontology is associated with determining the truth or reality (Saunders, 2012). Ontology is a theory of social entities. The significant task of the researcher is to gain an understanding of reality. Ontology draws a picture of social reality that reinforces the theoretical framework (Lawson, 2019). Blaikie (2000), asserted that

"ontology deals with the fact that, what is reality, what it looks like, in what elements reality is made up with, and how the elements of the reality interact with each other". It indicates the importance of understanding social reality. Once the researcher assumes the nature of social reality, it becomes easier to conduct research (May & Perry,2022).

3.1.2 Epistemology

Epistemology is considered to be a branch of philosophy that deals with the knowledge of reality. Moyeen (1994) asserts that it deals with discourses on the origin of reality, inquiring about the knowledge of the nature of such reality and the limit of human knowledge to understand that reality.

3.1.3 Methodology

After clarifying the nature of reality (ontology) and the knowledge regarding reality (epistemology), the endeavor of the researcher is naturally guided toward the appropriate methodology for conducting research. Methodology is considered an applied branch of philosophy (Moyeen, 1994). In compliance with the ontological and epistemological assumptions espoused in a paradigm, a methodological discourse guides toward adopting a coherent set of research principles, procedures, and methods for conducting an inquiry.

The following table depicts the ontology-epistemology-methodology connection of the research paradigms:

Table 3.1: Philosophical Paradigm

Philosophical paradigm		Ontology (What is reality)	Epistemology (What is the truth of reality)	Methodology (How we know the reality)	
Research paradigm	Conventional Research Paradigm	Positivism	Logical realism	Objectivity	Interventionist methodology (hypothesis, experiment) which is developed by August Comte, in 1844.
	Alternative Research Paradigm	Phenomenology	Experientialist Ontology	Subjectivity	Descriptive interpretive relies on the interpretation and

					description of experiences. (Edmund Husserl, 1982, 1999; Schutz, 1962a, 1962b, 1966).
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Source: Adopted from Moyeen, 1998, Ryan (2018).

The ontological, epistemological, and methodological assumptions should be linked so that the consistency of the study remains meaningful. The ontological stance, epistemological stance, and methodological stance are elaborated under conventional and alternative paradigms in the next section.

3.2 Conventional Paradigm (Evolution of Positivism)

Positivism is a conventional paradigm that is considered a widely accepted framework within a particular field of study. Auguste Comte (1798-1857) is regarded as the first philosopher in science and also the founder of positivism (Bourdeau, (2008). He contributed to the foundation for a scientific approach to better understanding reality.

Comte's assertion on ontology is deeply rooted in the philosophy of positivism, emphasizing scientific knowledge and inquiry that reveal the truth about reality, which is objective and observable essentially by rejecting metaphysical speculation. Positivists' postures on ontological assumptions always rely on scientific evidence. They rely on immutable causal links (Moyeen, 1994). They only believe that reality is objective, independent from the researchers, and only observed through science. The goal of science is to uncover the true nature of reality. Moyeen (1998 a, p132) asserts that the "nature of the laws governed to form a body of knowledge i.e. generalization". Positivists claim that this generalization is rooted in reality, and thereby, the ultimate truth/ fact emerges.

In the epistemological sense, positivists believe that knowledge about reality is meaningful only when it is tested and verified and can also generalized by scientific approaches (Park et al., 2020). Positivism is built on the notion of objective reality, which is independent of human perception, interest, and values. They emphasize the value of freedom posture from the researcher. Moyeen (1998) emphasizes the notion that 'the reality as it is' is not possible if the separation from subjectivity is not assured.

Methodology is concerned with acquiring and validating knowledge about reality. In other words, ontological and epistemological assumptions shaped the methodological stance. Positivists aim to establish an objective reality and value neutrality, endeavoring to eliminate the researchers' bias. The positivist researcher often designs their study with standardized procedures, methods, and control mechanisms so that the possibility of the influence of values is eliminated. They deploy operational variables to verify and confirm the results. Mahajan (2020) asserts that operational variables are concepts or phenomena that have been precisely defined and quantified using observable and quantitative words in positivism. It enables researchers to test and examine relationships empirically, methodically, and impartially. Moyeen (1998) stated that positivists suggested the use of the interventionist methodology. Emphasizing that studies should be designed where the researcher actively intervenes or manipulates variables to observe and measure their effects.

The following table presents a brief description of the above discussions.

Table 3.2: Belief Structure of Conventional Paradigm

Ontology	Positivists strongly believe that single reality is always be there and which is essentially independent of the researchers. Reality is connected by immutable causal links. If we know the immutable causal linkages, then prediction and control will be possible.	Realist Ontology
Epistemology	Positivists' posture on reality is such that the world is separate from the researcher. The most appropriate way of knowing the reality is to maintain a separation between the researcher and the reality being studied (Ryan,2018). Positivist researchers put the notion that, ontologically, there exists reality as it is or reality as it exists, which is independent of the researcher. Positivists need to establish objective reality independent of the observer. If objectivity is assured, then obtaining time and context-free generalization shall be possible; armed with time and context-free generalization, prediction and control of a phenomenon can be assured.	Dualist Objectivists Epistemology

Methodology In positivist postures, the researcher attempts to eliminate superfluous and confounding variables and remove all forms of biases, subjectivities, and contextualities to uncover the objective truth of reality.	Interventionist Methodology
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Based on Guba and Lincoln (1989; 1994), and Moyeen (1994).

In an elaborate critique of positivism, Moyeen (1994) demonstrated that, in social science, positivism found it tough to conform to the claims of ontological and epistemological assertions.

Drawing logically from the grounds of positivist ontology and epistemology, the conventional paradigm places unrealistic and undeliverable methodological demands on a researcher to establish the trustworthiness of her/his research findings. In other words, in social science research, a study will always be seriously flawed in terms of the claims of trustworthiness. The conventional criteria of trustworthiness, such as objectivity, reliability, internal validity, and external validity, shall always remain seriously compromised. Given that the claims of positivist ontology and epistemology are not tenable in social sciences and given the unrealistic and impractical methodological demands placed on researchers, a complete paradigmatic departure becomes imperative in conducting research in the social sciences. Given the alternative research paradigms such as phenomenology, constructivism, critical theory, etc.; the phenomenological research paradigm is being adopted for conducting this research.

The next segment highlights how phenomenology recovers the philosophical difficulties of positivism and proves rational as an alternative research paradigm.

3.3 Alternative Research Paradigm (Evolution of Phenomenology)

Phenomenology is considered an alternative research paradigm that refers to the study of phenomena of our consciousness. German philosopher Edmund Husserl (1859-1938) is regarded as one of the pioneering figures in the philosophical tradition called 'phenomenology'. The essential structure of consciousness is the central issue in phenomenology. The experiences that describe a specific phenomenon are the sources of knowledge in phenomenology. Husserl argued that in our everyday lives, our experiences are considered the foundation for understanding the world around us where we live. He also asserts that phenomenology emphasizes the study of the 'structure of consciousness' and 'experiences' 'as-lived' without rigid theories. Husserl considers phenomenology as an unbiased study, "it is considered to be

an essential understanding of human consciousness which originates from the experiences” (Moyeen, 1994). Husserl gives the proposition of 'transcendental phenomenology', perceiving the idea that the fundamental structure of consciousness stands as "pure essences" or "ideal type" and is the same for all ordinary men.

In the sphere of social science, specifically in sociology, Alfred Schutz (1962), an Austrian sociologist and philosopher, has attempted to expand Husserl's phenomenology. Moreover, Martin Heidegger, Maurice Merleau Ponty (1962,1967), and Jean-Paul Sartre are also known as phenomenological philosophers. The philosophy of Schutz emphasizes understanding how individuals experience social reality. He also argued that in the life world (the everyday world in which we live), individual subjective experiences appear in our consciousness and constitute a valid source of knowledge (Moyeen,1994, p71). By refusing the idea of transcendental phenomenology of Husserl, Schutz (1962: 149) declared that “phenomenology of the natural attitude will give the solid understanding of social science "Moyeen (1994). According to Schutz, reality is the essence of our experiences that may occur in everyday life.

According to Husserl and Schutz, experience is a valid source of knowledge; its intelligibility is primordially given. Further, according to Schutz, intersubjectivity lies in the mundane world (Moyeen, 1994). The task of phenomenological research is to extract the essence reflected in the consciousness from the mundane experiences of individuals as lived'. In the process of extracting the essences, the researcher refrains from adding any distortions so that essences can reveal themselves in their full-givenness as lived.

From the above discussion, it seems necessary to clarify the phenomenological terms and concepts to facilitate readers' understanding.

Some key concepts of phenomenology are briefly described in the following section. This research process draws inspiration from the work of Moyeen (1994), and readers may notice similarities with Moyeen's (1994) approach.

Table3.3: Key Concept of Phenomenology

Key Concept of Phenomenology
In phenomenology, consciousness is that inner platform in which a phenomenon reveals itself. It is that forum where all mental processes, like experiencing, thinking, perceiving, remembering, imagining, etc., take place. The object will always be coming out within its consciousness and meaning is ascribed within it. In phenomenology, consciousness is

experiential. Consciousness has a directional character- which is called ‘intentionality’. All experiencing, thinking, perceiving, etc., point to something like the experience of something or thinking of something. Hence, intentionality has two complementary aspects: ‘the process of consciousness’ or ‘Noesis’ , and the object of consciousness’, or ‘Noema’.

Experience

According to Husserl, lived experience is always considered as ‘*Evidenz*’. Experience is pure, not necessarily significant upon reflection. In phenomenology, reality always occurs from reality-in-experience (Moyeen, 1994). To Husserl, it is the absolute source of knowledge. Since lived experience is *Evidenz*, primordial, and intelligible, knowledge can be faithfully articulated from it. Hence, in phenomenological research, the essences of experiences may be carried to the thematic process without any artificial creation or impositions.

Life World by Husserl and Schutz

Lifeworld or *Lebenswelt* is the everyday given world in which we live as a commonsense man. It is a taken-for-granted, mundane world within which we live our lives as presented. It is a world that is directly given to us as lived experiences.

“Lifeworld is a practical world where we can enrich the experience of our daily life”
(Schutz, 1962; Moyeen, 1994, p. 82)

Lifeworld as a social world includes all the interactions, shared meaning of understanding, and experiences that shape each other. The social world is essential to understanding the reality of the world.

Natural Attitude

A natural attitude constitutes a natural belief that exists in the world. In this process, we may not hold any distrust in our beliefs.

Intersubjectivity

In phenomenology, reality is experiential. 'Intersubjectivity' means multiple subjectivities sharing a common ground (Moyeen, 1994). The experiences of one individual may not be private. Moyeen (1994), referencing the work of Husserl, who defined experience as “*Evidenz* (a primordial intelligible given)”. It is basically the combined form of own necessary and universal structure, which is valid for any subject”.

Unlike Husserl's formulation of 'Transcendental Intersubjectivity”, where Schutz defined intersubjectivity differently. He asserted that it lies in the mundane world. He mentioned that Intersubjectivity implies social interrelatedness that emerges through the experience of the

self and the others by being in the taken-for-granted life world. If Intersubjectivity is ontologically given, then what is the purpose of phenomenological research? Schutz (1966) clarified that phenomenology's task is to uncover the essence as a second-order construct. He also argued that the process should be incorporated by abstaining from it (epoche) and elucidating the essences (eidetic reduction). The second-order constructs are intersubjective as they evolve from experiences.

Epoche

Epoche is considered a part of phenomenological research. Epoche reminds us of the suspension or bracketing of the researcher's natural attitude.

Eidetic Reduction

Eidetic reduction is related to capturing the essence of an individual's experience.

The above sections have mentioned the ontological, epistemological, and methodological postures of phenomenology.

3.4 Limitations of the Phenomenological Approach:

The philosophical assertion has been elaborately discussed in the previous section. To provide an accurate picture of this paradigm, the following section highlights the shortcomings of the phenomenological study.

- In phenomenology, maintaining an 'epoche' is the principal requirement for the authenticity of the study. Epoche stands for temporary suspension of the researcher's presuppositions. The task of a phenomenological researcher is to create an environment where the subject can express his/her experience of the specific phenomenon under study. To allow this process, a phenomenologist requires the application of 'epoche'; ultimately, putting all forms of presuppositions in abeyance may prove highly challenging.
- Polkinghorne (1989) stated that phenomenology is the study of consciousness, not about objects, which is difficult to understand.
- It is also noted by Polkinghorne (1989) that recalling the experience by the participants and recording or writing by the researcher can lead to inconsistency between verbal and written language. Sometimes, recalling past experiences several times is questionable.

- While sharing experiential reality, the subject goes through the noetic process of remembering, thinking, realizing, etc. It can be similar for all participants who are related to the study as they are all involved in their experiences' thinking process.

Chapter 4

RESEARCH METHODOLOGY

This thesis carefully explores the phenomena of social entrepreneurship, women social entrepreneurs' drives, challenges, opportunities, and strategies. The study requires an in-depth understanding of the phenomena under study.

A discourse on methodological issues in a study must demonstrate to the readers that the methodological tools, techniques, etc., used convincingly testify to the trustworthiness of the research findings under consideration. In other words, methodologically, the study must demonstrate that the tools, techniques, and processes adopted in a particular study help satisfy the trustworthiness criteria of the findings. However, due to the adoption of inappropriate and inconsistent methodological tools and techniques, it is not uncommon to find studies that cannot meet the demands of trustworthiness imposed by the paradigmatic stances maintained by the researcher.

The previous chapter clarified the issues related to the research paradigm. The ontological and epistemological assumptions that a researcher holds implicitly or explicitly dictate the methodological stance adopted (Moyeen, 1998).

It was further revealed in the previous chapter that the trustworthiness of research is influenced by the philosophical assumptions maintained by the researcher. A reader can evaluate the trustworthiness of a study's findings by assessing the coherence or consistency of its ontology-epistemology methodology. In the previous chapter, the author carefully considered the paradigmatic issues of positivism and its alternatives, adopting the phenomenological paradigm as an alternative methodological framework for this study. The phenomenological research approach aims to better understand the realities by upholding the experiential structure of social entrepreneurs engaged in this study.

The previous chapter dealt with the philosophical foundations for conducting phenomenological research. The subsequent chapter highlights the techniques, procedures, and processes adopted to develop the research topic. This chapter has been prepared to better understand the practicalities of conducting phenomenological research. The researcher took inspiration from the work of Moyeen (1994, 1998) while preparing this research methodology chapter. The researcher also acknowledges the work of Guba and Lincoln (1994), Cresswell & Eklund (2007), Denzin (2011), etc.

This chapter is divided into nine sections containing a brief overview of the nature of phenomenological research and its prerequisites.

4.1 The Generic Nature of Phenomenological Research

The goal of phenomenology is to understand the structure of essences in consciousness that give meaning to the subject's lived experiences of a given phenomenon. Phenomenological methodology adopts qualitative and descriptive research methods (Schwartz & Jacobs, 1979; Jackson et al., 2018). Qualitative research explores social phenomena, human experience, human behavior, etc. Qualitative research can be construed at a paradigmatic or method/technique/tool level.

At the paradigmatic level, qualitative research typically aligns itself with interpretive (phenomenological), constructivist, and critical theory paradigms. Phenomenology is a specific type of qualitative research that deals only with lived experiences (Williams, 2021). Phenomenology is rigid to a philosophical foundation rooted in the subjective experience of reality in consciousness. Hence, at a methods level, a phenomenological concern is understanding experiential reality through methods/techniques such as in-depth conversation, observation, written data, protocol analysis, etc.

Qualitative research viewed from a method/technique level may also subscribe to other paradigmatic (ontological and epistemological) assumptions, including positivism. Hence, the data-gathering techniques of qualitative research are widely used by various research approaches such as narrative research (meaning exploring stories), grounded theory (developing theory), case study (analyzing issues), etc.

Phenomenological research involves the description and interpretation of experiential reality. However, it is often mixed with a descriptive type of research, while descriptive research concentrates on describing situations, populations, etc., without giving importance to deeper insights. The goal of descriptive research is often to believe in a neutral and thorough investigation. In contrast to it, phenomenology focuses on intentionality and subjective experiential reality.

The above discussion reminds us to use phenomenology cautiously while relating it to descriptive or qualitative research.

4.2 Methodological Prerequisite of Phenomenology

The phenomenological approach relies on two prerequisites- one is termed “epoche” and another is “eidetic reduction”. The phenomenological approach contrasts with other studies as it is involved with extracting the structure of essential reality that emerges through the act of consciousness. In phenomenology, it is believed that knowledge of reality lies in the respondent's lived experiences. The purpose of phenomenological methodology is to acquire experiential data from respondents. In a phenomenological study, a respondent's active participation with a stock of knowledge to interpret his/her experience is crucial to constitute meaning for a given phenomenon (Moyeen,1994; P184). It is important to facilitate the "opportunity for seeing" so that pure essence /essential structure can emerge.

To bring out the essential structure or pure essences, phenomenological methodology introduces terms like *intentionality*, *noema*, and *noesis*, which were briefly discussed in the previous chapter. The process of consciousness is said to be the noesis, and the meaning of consciousness leads to the noema. In the next section, epoche and eidetic reduction are discussed in detail.

4.2.1 Epoche

Epoché is derived from Greek philosophy and stands for 'bracketing'. It is the process of temporarily suspending one's natural attitude, i.e. preconception, perception, biases, etc., to study a given phenomenon. Bello et al. (2008) denied epoche as a method but considered it an attitude that can be applied to any method. He also argued that epoche is an artificial attitude imposed on the mind so that the essences of realities can constitute itself. More precisely, epoché reminds us to abstain from making any judgment.

Thus, the purpose of maintaining epoché from the researcher's side is assumed to ensure that a proper understanding may occur from the respondent's experiences for a given phenomenon, independent from any external pressure. It is necessary to remember that the researcher cannot abstain permanently from believing in reality. Instead, it is a temporary suspension of judgment. It is to be mentioned that the researcher will abstain from introducing any of his interpretations of reality. Moyeen (1994, p186) stated that " natural attitude implies temporary suspension of the normal experience, obviously not complete denial of the external world." in

phenomenological research, a researcher holds the doubt, known as "phenomenological doubt", for the reality as granted so that experiential reality may emerge from the respondent's descriptions of experiences.

To Husserl, epoche facilitates a return to things themselves" (in *German, zu den Sachen selbst*). Both philosophical terms are important in understanding how phenomenology asserts to gain essences in the purest form. The study has discussed earlier that phenomenology deals with the phenomena of consciousness as they occur in one's experience. By committing to epoche, one can suspend all the natural attitudes of judgment and be allowed to return to the essences as they are directly experienced. Phenomenology relies on the return of the things themselves.

4.2.2 Eidetic Reduction

The concept of eidetic reduction is regarded as an essential feature of phenomenology. Subjects' essential essences can be emerged through eidetic reduction. So, it can be said that 'eidetic reduction is the process of abstracting essences from experiences' (Moyeen, 1994; p 187). Eidetic reduction is constituted by the words 'eidetic', which originates from the Greek word 'eidōs', meaning 'to form' or 'essence', and reduction from the Latin word 'reduce', i.e., 'revealing the true nature' of experience. To Husserl, it refers to the 'universal structure'. Thus, in phenomenology, eidetic reduction is the most crucial task for the researcher, as it involves grasping a phenomenon so that essential structure remains constant across all variations.

The task of phenomenology is to uncover the essence of phenomena by delving deeply into the experiences of consciousness. The process of phenomenological methodology is rooted in the concepts 'epoche' and 'eidetic reduction'. The concept of 'epoche' governs a phenomenological researcher to eliminate all her/his presuppositions, while eidetic reduction is geared towards explicating the true meaning or essential structure.

The eidetic reduction can be defined as phenomenological research tracing the phenomena back to how they appear in the subject's experiences. The crucial task of the researcher is to uncover the essential structure, setting aside the secondary elements and identifying what reveals itself as universal (Moyeen, 1994).

So, the most industrious task of the phenomenologist is to understand the phenomena and identify the universal structure of the phenomenon that is true in all occurrences. It requires an elaborate effort to look for meaning through eidetic reduction. Moyeen (1994) mentioned the

findings of Kohak (1978, p 146) where he asserted that, “eidetic reduction involves grasping the meaning”. The respondents in the phenomenological study share their experiences in spoken or recorded forms. The researcher's task is to look for signs in their descriptions of experiences so that the essential structure can be elucidated. Respondents may use their natural language as they prefer, as language plays a crucial role in expressing their experiential reality.

'Imaginative variation' is an important technique for successfully conducting eidetic reduction. It is a process by which a phenomenologist mentally alters various experiences to observe which features are essential and cannot be varied. The task of this manual experimentation is to find those irreducible features without which the phenomenon shall cease to exist so that the true essence of the phenomenon may reveal itself without altering its vital nature. The researcher must be careful while executing this task so that she/he remains grounded in the true meaning of the phenomenon, just as experienced by the respondent.

To summarize the above discussion, two key concepts of phenomenological methodology, 'epoche' and 'eidetic reduction', must be considered to extract the essential structure from the descriptions of respondents' lived experiences. Epoche will help the researcher to bracket his/her presupposition. Eidetic reduction is geared towards extracting essences from the experiential structure.

Thus, this section can conclude with the notion that phenomenology relies on experiential pertinence phenomenological method can act to prove the “meaning units” of that structure, Moyeen (1994). The researcher should use a phenomenological method to see reality in the eyes of respondents/participants (emic orientation) and offer an overview of experiential reality. Two prerequisites are mandatory to maintain one is epoche and another is eidetic reduction. The following discussion considers the guidelines followed in this research study.

4.3 Generic Phenomenological Research Method

The preceding sections discussed a phenomenological study's methodological prerequisites. This section has tried to offer guidelines for other relevant issues in a phenomenological methodology, such as data sources, selection of subjects, data gathering, interpretations, etc.

Polkinghorne (1989) mentioned that the phenomenological method facilitates a general guideline where a researcher needs to develop a plan of study to understand the experiential phenomenon.

Edmund Husserl, the pioneer of phenomenological research, mentioned several methods in his work. Renowned philosophers such as Maurice, Merleu-Ponty, Heidegger, and Max Scheler came to a common understanding that there is no rigid rule to be followed in phenomenology (Moyeen, 1994).

Georgi (1985) has been considered the pioneer of applying phenomenological research to psychology. He introduced the idea of the phenomenological method as a form of '*distillation*', where he emphasizes the essential description by shifting non-essential everything. Two prominent researchers, Colaizzi (1973,1978) and Hycner (1985), have also shown similarities to the method described by Geogi (1985). Moreover, methods used by Van Mannen (1979, 2016) also possess similarities. The ultimate notion of the phenomenological method is to enable the exploration of human consciousness to reach a structural description of the experience. It can be achieved with a phenomenological interview, life story analysis, critical incident reporting, etc., in which the researcher can conform to the phenomenological principle. Finally, any phenomenological method shall inspire stakeholder's confidence if it is coherent and consistent with phenomenology's ontological and epistemological principles (Moyeen, 1994).

4.3.1 Sources of Data

The following sources may be considered for data collection in phenomenological research.

The most prominent data source for a phenomenological study is the participants, who share their experiences orally or in written statements (Moyeen, 1994; Van Mannen,2016). Having prior knowledge, personal experience, and introspective reflection can also be considered a source of data in phenomenological research (Premeau,2003; Roy & Uekusa, 2020).

Moreover, Polkinghorne (1989) also reveals a source of phenomenological data where individuals, such as poets, novelists, etc., can depict their experiences outside the box. In addition, Finley (2011) also asserts that visual methods such as art and photography, where respondents can express their lived experiences, can also be considered data sources in a

phenomenological study. Fundamentally, exposure to the experiences of the phenomena under study qualifies a respondent for inclusion as a data source in phenomenological research.

4.3.2 Selection of Subject

There is an instinctive connection between subject selection and phenomenological study. As a phenomenology study aims to reveal the experiential structure of a subject, as stated in the foregoing, exposure to the experience of the phenomenon under study constitutes a fundamental prerequisite in selecting a subject.

Van Mannen (1969) suggested six capacities that are vital for the subject's expression, therefore, selection:

Table 4.1: Vital capacities for subject selection by 'Van Mannen'

<ol style="list-style-type: none">1. The ability to express linguistically.2. The ability to sense and express inner feelings and emotions.3. The ability to express organic feelings.4. The experience that occurs on a recent date.5. Interest to share experience.6. The ability to document either in reporting or writing within themselves.
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Source: Adopted from Moyeen (1994).

In summary, the ability to recall experiences and articulate and verbalize them constitutes an important competency.

4.3.3 Number of Subjects

There is no definite rule for the number of respondents in the phenomenological approach. The rigor of the phenomenological approach relies on understanding the context and experience of a phenomenon despite selecting large numbers of samples in the positivistic approach (Prosek & Gibson., 2021). Promoting rigorous research by examining lived experiences: A review of four qualitative traditions. *Journal of Counseling & Development*, 99(2), 167-177., 2020). In addition, Patton (2001, p.181) has also opined that 'there are no standards' in attaining a larger number of respondents in the phenomenological study. Lincoln and Guba (1985) proposed that the subject should be proposed 'to the point of redundancy' and 'theoretical saturation'. Lincoln and Guba's observation is appropriate for the studies that adopted hermeneutic-dialectic methodology in the constructivist tradition. As phenomenology deals with the experiential structure, it emphasizes the respondent's first-hand experience of the phenomenon under study

(Flood, 2010). Moyeen (1994) asserts that phenomenology is not concerned with respondent numbers. According to the phenomenological paradigm, the intersubjectivity remains in the mundane world. This implies that intersubjective characteristics are inherent in respondents' naive experiences. Thus, the essences elucidated from the first-order construction are also intersubjective. Hence, many respondents do not necessarily need to generate findings to establish intersubjectivity. Polkinghorne (1989) also argued that the number of subjects is generally limited to three to six.

4.3.4 Data Gathering Procedure

The naïve descriptions of a phenomenon's experiences are considered phenomenological data. This description can be written, oral, or even observational. Researchers need to take caution while incorporating the observational data. Phenomenological interviews and perceptual descriptions act as powerful data-gathering techniques in phenomenological research.

In the phenomenological interview, the respondents were asked to freely share their experiences so that their in-depth descriptions convey their thoughts. The researcher's task is to understand the subject's experiences without imposing his/her beliefs, ideas, preconceptions, etc. The researcher may frame questions in such a way that directs the respondent to recall the entire experience. Moyeen (1994) argued that the researcher's task seems challenging as he/she needs to follow 'imaginative listening' so that the researcher understands the notion of the subject and grasps the true meaning. The "imaginative listening" approach suggests that the researcher actively interacts with the interviewee's comments in a way that transcends superficial comprehension. To connect with the underlying meanings and emotions in the conversation, the researcher uses empathy and intuition while completely immersing themselves in the participant's story. It calls for putting aside one's prejudices and being open to seeing the participant's experiences as though they were one's own.

Verbal data collection is another procedure of phenomenological data collection where subjects are asked to recall their experiences or conduct interviews while engaging in a specific task. To recall previous or past experiences, "thinking aloud" or "stimulated recall" techniques are applied. Stimulated recall is often allowed when the researcher is assuming to have an idea of the stream of experiences.

4.3.5 Data Interpretation: Protocol Analysis Method

The term protocol stood for verbatim transcripts of the respondents. The original recording of the participant's expression is referred to as 'protocols'(Drever,1972, p.227). Usually, the respondent's experiences are expressed in a common language. The researcher needs to extract the essential structure from the descriptions of experiences. The researcher engaged in phenomenological research should move from the naïve description to essential structure or essences, which is considered a process of transformation and synthesis (Moyeen., 1994).

Since protocols reflect the verbatim transcript of the subject, the 'thinking aloud' technique needs to be introduced so that the subject fluently expresses his/her experience to the researcher. Making clear and meaningful structures from protocols is a complex task. The researcher may divide the content into meaningful units to allow precise, cohesive insights to emerge without disrupting the flow of thought.

In phenomenology, the transformation process from respondent naïve description to unit meanings seems complex. Often, naïve descriptions of subjects are blended with multiple references and expressed in everyday linguistic expressions to describe reality (Moyeen, 1994). The transformation process assumes engaging with '*seeing through*', accompanied by the thought process of '*reflection*' and '*imaginative variation*'. The reflection process directs a researcher towards careful reading to ascribe meaning to the descriptions. The researcher can match the answer with the proposition he/she made while involved with imaginative variation. Imaginative variation has been defined as the deliberate alteration of the aspect through addition or subtraction with the proposed transformation. This process continues until the researcher reaches the core of the subject's unfiltered descriptions.

Synthesis is the process that comes after transcription. In the transcription process, the recorded verbal description of the subject's experiences is typed verbatim. To conduct the synthesis process, a researcher should engage him/herself in the transformed meaning and formulate a general structure or essence. Imaginative free variation techniques played a vital role in proposing a formulation that essentially intact the features of original experiences.

4.3.6 The Issues of Trustworthiness in Phenomenological Research

In phenomenology, the true reflection of essence conforms to the study's trustworthiness. However, the trustworthiness issues of phenomenology certainly contrast with the conventional research paradigm.

According to Polkinghorne (1989), the trustworthiness of a conclusion is seen to have been achieved if it inspires confidence in readers' minds, showing that the argument put forward in support of it is persuasive".

According to Moyeen (1994), authenticity, intersubjectivity, and isomorphic validity may be considered as the trustworthiness criteria in a phenomenological study.

Authenticity

Authenticity in phenomenology genuinely reflects the participant's lived experience. Phenomenological researchers should observe the descriptions of the participants in such a way that they can understand and express experiences as they are. The authenticity of the research has been ensured by keeping the original transcription delivered by the respondent.

Epoche and eidetic reduction are key concepts by which a phenomenological researcher reaches the essence from the naïve descriptions. Epoche implies the suspension of presuppositions while elucidating essences from experiences, and eidetic reduction involves achieving transformation and synthesis by following imaginative free variation in a phenomenological study.

Epoche ensures authenticity, as it helps a researcher remain truthful in describing respondents' experiences. Moreover, as a guarantee of authenticity, transformation and synthesis should be carried out so that research can show that the re-description of the experiences is grounded in the naïve descriptions of respondents' experiences.

In addition, in framing interview questions in a phenomenological study, a researcher should avoid any question that would introduce the researcher's presupposition. A research question should act as a prompt that merely elicits a response- a description of lived experiences of the phenomena under study. Hence, suspending the researcher's presupposition can help remain loyal to the respondent's lived experiences, thereby achieving authenticity.

Isomorphic validity

Isomorphism stands for one-to-one correspondence. Isomorphism is the key aspect of phenomenology. Phenomenological researchers need to transcribe verbatim the descriptions of the lived experiences of the respondents. From the naïve description, the researcher has to extract the necessary structure. Isomorphism ensures congruence between the experiences and the meaning the researcher extracts through transformation and synthesis, i.e., eidetic reduction. Isomorphism requires that the researcher's abstracted constructs, i.e., the essences, have one-to-one correspondence to the respondent's experience. That is, isomorphic validity ensures that the researcher's transformations truthfully represent the respondent's experiences. In demonstrating that isomorphism has been achieved, the researcher needs to present the original description of experiences. By doing such, the reader can track the links of the researcher's thought procedure and again can trace the original statements given by the respondents engaged in a particular study.

Intersubjective Validity

While grasping the meaning of experiences, that is, elucidation of essences or essential structure, it is important to note that phenomenologists should apply eidetic reduction to extract the irreducible and necessary common ground that is valid for a subject qua subject rather than imposing any additional influence by the researcher. The meaning of reality should lie in the evident insight and cannot result from any compilation. The essential structure must, therefore, be intersubjective- a common ground shareable by subjects.

Moyeen (1994) mentioned the arguments of Schutz (1962) that the intersubjectivity remains ontologically. Thus, the first-order constructs are, by default, intersubjective. The researcher needs to elucidate the irreducible and necessary common ground (the essences or essential structure) from the naïve descriptions of experience. The second-order constructs derivative from the first-order constructs; caution can be taken to pledge the faithful retention of the essences. The successful application of epoche also enables meaning to flow from the experiences to the essences, not from any other source. Thus, the essential structure evolves from the experiences 'as they are' presented in consciousness. Therefore, intersubjective validity is assured when the transformed and synthesized second-order constructs are drawn as irreducible and necessary ones evolving faithfully from the mundane experiences of respondents presented in their consciousness.

Further, the researcher must present phenomenological data and their transformations to facilitate the reader's tracing of the links backward from the second to the first-order constructs. This will enable the reader to judge that the second-order constructs or the essences are irreducible, necessary, and essential and that the transformations could not have been anything else.

A significant investigation was taken between different individuals and the result revealed that transformation from the indifferent protocols can generate intersubjective agreement (Giorgi., 1985).

Moyeen (1994) claimed that the trustworthiness of phenomenological approaches is higher as it is deeply rooted in ontological and epistemological foundations.

The criteria of phenomenological trustworthiness are mentioned as authenticity, isomorphic validity, and intersubjective validity in the study of Moyeen (1994) , have been discussed in this chapter.

4.4 The Research Method Adopted in This Study

The rationality of choosing the phenomenological research method and its various aspects have already been discussed in the above sections. Thus, the section regarding sources of data collection, data collection techniques, selection of subjects, interpretation of data, etc., for the research topic has been discussed below.

4.4.1 Formulation of Interview Questions

This research study followed the phenomenological interview method. The author took guidelines from Moyeen (1994) when formulating the question. The question is given below:

I would like you to recall your experiences, as they occurred to you, on your journey of being a social entrepreneur.

The question or a prompt was formulated to elicit descriptions of experiences without introducing any presupposition held by the researcher. As stated earlier in phenomenology, lived experiences are the sources of knowledge. Hence, the prompt sought the lived experiences of respondents in their journey of being a social entrepreneur.

4.4.2 Sources of Data

As stated earlier, exposure to the phenomena under study qualifies as a data source in a phenomenological study. This research focuses on women social entrepreneurs in Bangladesh. Therefore, the experiences of women social entrepreneurs remain a valid data source.

4.4.3 Selection of Subjects

It was mentioned earlier that a respondent's exposure to the phenomenon being studied is the primary criterion for selecting the subject of phenomenological research (Moyeen, 1994). Therefore, consistent with the theme of this investigation, the participants chosen for this study are women who have lived the journey of social entrepreneurship in the context of Bangladesh. This research ensures the enlistment of participants who can recall recent experiences and have exposure to the investigation (Van Manen, cited in Moyeen, 1994). The researcher aims to select individuals who can provide rich and detailed descriptions of their lived experiences.

During the participant selection phase, the researcher prioritizes the intentions of the social entrepreneurs, which emphasize societal, economic, and environmental sustainability, over those of their respective organizations (Alvord et al., 2004; Ghalwash et al., 2017). Additionally, the researcher carefully investigates the websites of social entrepreneurial platforms and the personal profiles of their owners to select women social entrepreneurs who are either founders or co-founders of such platforms. However, it was challenging for the researcher to focus only on the established social entrepreneur. Again, consistent with the requirements for phenomenological research, the primary criterion for selecting participants was their exposure to the phenomenon under study (Moyeen, 1994). Therefore, the participants selected were women who have lived the journey of social entrepreneurship and are eager to express their experiences. Besides the above general criteria, the researcher adopted the following specific criteria to aim at reaching the participants:

- Women social entrepreneurs are recognized for their ability to address social issues and promote societal transformation (Austin et al., 2006; Alvord et al., 2004; and Ghalwash et al., 2017), as evidenced by their personal profiles and enterprise websites.
- Women social entrepreneurs who demonstrate creativity and innovation in their operations (Omrede, 2004).
- Women social entrepreneurs who pursue nonprofit initiatives (Alvord et al., 2004) and exhibit strong leadership capabilities (Ghalwash et al., 2017) are particularly noteworthy.

- Those who are capable of addressing critical social challenges, such as poverty, women's empowerment, support for marginalized communities, environmental action, empowerment of physically challenged people, actions for a healthy society, and the effective use of underutilized resources (Ghalwash et al., 2017).

By following the above criteria and the researcher's personal linking, the study initially proposes conducting interviews with 15 social entrepreneurs. Again, it is notable that the proposal of listing 15 social entrepreneurs is purposeful as the researcher assumes to encompass diverse social entrepreneurial areas (health, marginalized community, education, women-centric issues, underutilized resources, environment protection, persons with disabilities, and poverty alleviation). It is important to note that, unlike positivism, phenomenology does not necessitate a large number of participants to achieve intersubjective validity; even a small group can attain this by focusing on the individual experiences of the respondents (Agarwal & Lenka, 2017). Meanwhile, the selection of participants based on the aforementioned criteria allows for an in-depth exploration of the phenomenon (Palinkas et al., 2015; Merriam, 2002). Again, it was also encouraging that the background and rationale of the research were informed to the selected participants, which again enhances the credibility of phenomenological research (Cresswell, 2007; Palinkas et al., 2015).

Arrangements for face-to-face phenomenological interviews were made, based on consultations regarding date, time, and location with the respondents. Notably, three women social entrepreneurs were unreachable due to personal and professional commitments, and they withdrew their consent to participate in interviews. Additionally, two respondents were hesitant to provide detailed descriptions, which are essential for phenomenological investigations. To ensure the validity of the sample, this study adheres to Morse's (1994) assertion that a sample size of six interviews is adequate for developing themes and offering valuable insights. However, the researcher finally managed to get 10 participants' interviews. Due to unavoidable circumstances, the researcher opted to conduct two interviews via the Zoom platform to accommodate the respondents' convenience. Additionally, two respondents declined to allow

recording, so their data were gathered only through written notes. The researcher excluded one response due to the limited information. Thus, the researcher finally successfully presented the thick descriptions of the nine women social entrepreneurs.

Table 4.2: A Summary of the Participants’ Anonymous Name, the Nature of their Enterprise, and Social Impact:

Participants code	Activity sector	Nature of Social Enterprise	Intended social impact	Year of Establishment	Duration
SE- A	Marginalized people, poverty reduction	Proposal for a clear vision of a world where people, especially the hard-to- reach and unaddressed, have equal opportunities to live with dignity and hope.	Focusing on marginalized people of the country	2002	22 minutes and 37 seconds
SE-B	Health and Environment (toilet)	With a vision of a healthy city for all.	To ensure hygienic and safe public toilets for women in the Country	2016	26 minutes and 32 seconds (zoom platform)
SE- C	Physically Challenged	Empowering physically challenged women through meaningful engagement in crafting handmade products.	Engaging physically challenged women in the workforce with a vision of empowerment	2017	20 minutes 45 seconds Interview preserved through a written document
SE-D	Women's empowerment in technology	To empower women through technology.	To empower women digitally through Digital Platforms to achieve unimagined possibilities and transformations through technology, leadership, and monetary prosperity.	2013	Written document 19 minutes 16 seconds
SE-E	Poverty reduction and women empowerment	Empowering young women through diverse skill development programs.	Focusing on deprived young girls towards skill development.	2016	25 minutes and 34 seconds

Participants code	Activity sector	Nature of Social Enterprise	Intended social impact	Year of Establishment	Duration
SE-F	Transformation of education and community empowerment.	Aiming towards ensuring quality education and building an enlightened generation for tomorrow.	Prioritizing the improvement of teaching quality and student-teacher engagement.	2016	23 minutes and 15 seconds.
SE-G	Poverty reduction, women's empowerment	Empowering marginalized women of Nilphamari zilla through handicraft items.	Focusing on the empowerment of women with skill development training.	2019	42 minutes 47 seconds
SE H	Health issues	Creating awareness of physical, mental, lifestyle, and beauty issues.	By creating valuable content and features by collaboration with healthcare professionals, NGOs, and other organizations, Maya can reach the target audience and make them aware of their health issues.	2011	40 minutes and 5 seconds (zoom platform)
SE-I	Sustainable development (environment, poverty reduction, health, empowerment)	Social purpose organization that addresses the needs of marginalized people and empowers them with dignity.	Providing scalable solutions to strengthen marginalized communities.	2002	45 minutes and 17 seconds

4.4.4 Data Gathering Method

This research study used phenomenological interviews to collect the description of participant experience regarding the social entrepreneurial journey. The researcher gave the respondents engaged in this study a summary of the study through email. The researcher's background and objective are also shared. The participants were given full assurance of confidentiality and anonymity. The participants have also contacted the researchers regarding their convenient time, place, etc. The two sides' responses helped establish comfort and trust to allow open conversations. According to the respondents' convenience, the researcher conducted phenomenological interviews at a convenient time and place. Seven interviews were audiotaped, and two were written down. The transcriptions were made by phenomenological interview. Interpretation is facilitated through the protocol analysis method.

4.5 Data Interpretation

Data preparation for interpretation is crucial for phenomenological research. In phenomenology, the task of the researchers is to transcribe verbatim the original expression of the respondents from which the essence will emerge. Thus, phenomenology attempts to view an experience from a multi-perspective whole and describes it in rich detail. The researcher needs to follow some guidelines to uphold the true meaning of the interview.

- I. **Transcription:** The researcher has taken the data from the respondent through an in-depth phenomenological interview. Transcription is the process of converting spoken language into written documents. The researcher manually transcribed the participants' descriptions verbatim to present the respondents' expressions intact with no alterations.
- II. **Familiarization of data:** Following the transcription method, the researcher repeatedly read the statement given by the participants. This process is assumed to be helpful to understand the full context and essence behind the responses.
- III. **Bracketing and extracting pure essences:** Bird, Litt, and Wang (2004) indicates that phenomenological researchers seek true meaning through "bracketing and 'extracting pure essences'". Through the process of "bracketing," the researcher separates all his presuppositions, opinions, beliefs, etc. from the phenomenon. The phenomenological term "epoche" has been maintained which assumes bracketing all-natural attitudes or simple commonsense so that "essences" (basic irreducible element) can be extracted from the respondent's data (Balaban, 2002; Moyeen, 1994). The next step was '*imaginative free variation* techniques'. To apply this process, the author mentally alters different parts of an experience to see which aspects of the phenomenon are essential and which are not. This process aimed to uncover the essential structure remaining loyal to the participant's experiences and remove the element embedded in those experiences that are contingent and particular, i.e., removing those contingent particularities will not affect the constitution of the essences or essential structure.

4.6 Ethical Consideration

Ethical consideration implies that the research process has been conducted in a morally responsible manner. As the research scope was related to participants' experience, the researcher took extra caution when doing this research. The ethical consideration applies is given below:

i. Informed consent: This research is based on the participant's lived experience, so it is important to confirm their consent. To gain the consent of the participants, the researcher provided an application along with a research proposal mentioning the purpose, scope, specific time frame, and originality both in a soft copy and a hard copy.

ii. Ensuring privacy: The researcher ensured privacy regarding their personal and sensitive information. The researcher took permission from each participant before recording the interview. One of the participants refused to allow a tape recording of her interview. So, the researcher wrote all the expressions given during the interview session.

iii. Participant selection: The researcher has finally ended up with nine participants in this study. Each participant was chosen deliberately by the researcher. Each participant was established in their area and had vast experience in this sector. Despite having distinct missions, all the respondents shared common insights as social entrepreneurs motivated to create the desired society.

iv. Issues of Trustworthiness: The criteria of trustworthiness have been discussed in this chapter. The transformation and synthesis have been presented in this thesis so that a reader can easily find the connection between the description provided by the subject and the transformed construction. This will establish not only authenticity but also isomorphic validity and intersubjective validity. The question delivered for the phenomenological interview also provides authenticity as the direct indication regarding any context was omitted. The researcher explored the holistic approach to women's social entrepreneurial journey. The protocol is also provided to ensure the reader's convenience in exploring his/her subjective measures. Thus, the following analysis, provided in the next section, is assumed to conform to the study's trustworthiness.

4.7 Methodological Limitation

Phenomenological research is complex if the prerequisites cannot comply properly. The author of this research has tried to maintain 'epoche' and eidetic reduction properly. However, the complete requirement of epoche may not be realized. While formulating the question for a phenomenological interview and transcribing the naïve description, the author tried to maintain all requirements needed, though some of them remain questionable. This suggests some limitations exist in fully bracketing authors' perceptions and ensuring complete devotion to phenomenological methods. Imaginative free variation techniques have been applied to facilitate the transformation and synthesis of the study so that the reader could also find consistency. However, the author felt difficulty as the respondents selected for the study were unavailable for some time, and two respondents limited their topic to a professional journey only for the interview session.

4.8 Conclusion

This chapter aims to explain the methodological descriptions followed in this study. The phenomenological prerequisites 'epoche' and 'eidetic reduction' have been briefly described. To make the research method transparent, information regarding the data source, the number of subjects, the selection criteria, and the data-gathering techniques has been elaborated. The study's trustworthiness based on the phenomenological approach has also been discussed. In addition, the chapter concludes by giving an overview of the study's ethical considerations and methodological limitations.

Chapter 5

PRESENTATION AND INTERPRETATION OF VERBATIM TRANSCRIPT

The focus of this chapter is to express the method of data presentation, explication, and clarification to elucidate the respondents' experiences.

The study contains respondents' naïve descriptions, which cover the ultimate structure of their experience. However, the researcher's task was to repeatedly go to the words that had been expressed to understand the true meaning. Moyeen (1994) argued that the process by which a researcher customizes an essential structure from the respondent's description is often called transformation and synthesis. This process includes protocol as the fresh data. That usually covers their experiences- ultimate structure, extracting the pure essences from the respondents; the protocols have been broken down into small sentences. The thinking-aloud technique was used to obtain rich verbal data.

This chapter is segregated into three parts. In the first part, the researcher presented the techniques applied for presentation and interpretation; in the second part, a specimen of interpretation of the verbatim transcript was given, and in the last part, an analysis of the verbatim was added.

5.1 Interpretation Techniques Applied in the Study

This sub-section enables the reader to understand the way of presentation and interpretation. In this research, the researcher has attempted to explore women's social entrepreneurial state of mind in their experiential structures. The researcher applied stimulated recall combined with the thinking-aloud technique while eliciting verbal descriptions of experiences. The researcher has confirmed the confidentiality of the respondents. The question has been represented here for future reference:

Table 5.1: Questions of Phenomenological Interview

I would like you to recall your experiences, as they occurred to you, on your journey of being a social entrepreneur.

The respondents were given enough time to think and describe broadly the experiences they observed till now. All the interviews were recorded and audiotaped in a cell phone recorder. All verbatim transcripts have been maintained carefully. The responses found from the interviewees were represented on half of the space, and interpretation was made on the other half to make it easier to understand. Epoche was maintained to elucidate the experiences. While interpreting the sentences ‘Noema’ and ‘Noesis’ have been kept, which was introduced by Edmund Husserl for expressing the act of consciousness (Moyeen, 1994; Kryzstofiak, 2020).

5.1.1 Noema: The term noema is associated with the object of consciousness (Moyeen, 1998). Kryzstofiak (2020) argued that Husserl explained the term ‘Noema’ as an answer to the question “How does the act relate to its object?” Moyeen (1998), described noema as an object of the process of consciousness.

5.1.2 Noesis: The term noesis stands for the act of consciousness of an object (Moyeen, 1998). Kryzstofiak, 2020, argued that noesis is related to experiences. Noesis includes the acts of observation (hearing, viewing, touching, looking), realization, imagination, recollection, assertion, admiration, possession, etc. (Kryzstofiak, 2020).

5.2 Guidelines and Specimen of Presentation and Interpretation of

Protocols: The purpose of this section is to enable the reader to understand the interpretation of the verbatim transcript. The researcher allowed the participants to stimulate recall while describing their experiences (Moyeen, 1994). The researcher was promised to epoch her mind to elucidate the true meaning of the respondent's experiences—imaginative free variation techniques carried out interpretation (transformation and synthesis). As mentioned in the earlier paragraph, stimulated recall and thinking aloud techniques facilitate the respondent, while the researcher also keeps her mind from intervening in the description. The researcher repeatedly listened to and analyzed the tape record of the verbatim respondent. Before making any interpretations, it was ensured that the original protocol was read several times. Epoche was maintained before making any interpretations.

The following question formulated in the study aims to explore women as social entrepreneurs. They were asked to recall their experiences. The first question posed here has two key points: what influenced them to become social entrepreneurs? Moreover, in what way do they

interpret their path? The first part of the question emphasizes what makes women become social entrepreneurs. The key notion is what makes them social entrepreneurs or how they are compelled to engage in social entrepreneurship. The second part of the question, deep into ‘how do they navigate through the path?’ is related to the key constructs that shape the social entrepreneurial path. The question assumes that they understand the drives, challenges they witness, the opportunities they foresee, and the strategies they deploy in that specific field. Thus, the last part of the question emphasizes their solid understanding and acumen to make them sustainable over many years in the future.

The second question was formulated to understand the process of consciousness that will reveal the acknowledgment of the social entrepreneurial journey.

Table 5.2 Question formulation

A1	What shapes women to become social entrepreneurs, and what does the path consist of? How do they navigate the path to shape themselves towards becoming a sustainable social entrepreneur? [Characteristics of the essence/shaper have been denoted as A2 where needed.]	Noema
B	Mentioning the process of consciousness to ascribe such meanings.	Noesis

Source Adopted From: Moyeen (1994).

The experiences shared by the participants about their transformation process have been denoted as ‘Essence’ (A1). Any characteristics/constructs that signify the ‘Essence’ can be denoted as A2. Thus, noema became the accumulation of the ‘Essence’. This accumulation can be denoted as an ‘aggregate essence’. The process of consciousness has been denoted as (B). This process of consciousness is the ultimate noesis. Thus, the thesis delves into the concept of participants' experiences that converge to the form of a holistic understanding of their journey toward social entrepreneurship. Moyeen (1994) adopted a procedure for elucidating the data.

The first transformation was achieved by asking the above questions. Again, it was back to the original expression of recalling experiences. This process was reiterated to ensure pure reflections of the respondent’s expressions evolve from their experiences. The transformation of similar meanings was grouped to facilitate synthesis. This stage of imaginative free variation was so useful. All the noematic elements/shaper/characteristics of the shaper A1 have been denoted in bold with *blue italic* font size, while the noetic process is highlighted in **bright green** color to make the reader better understand the protocols and their meaning.

Characteristics of the shaper or essences where needed have been identified with A2. As the participants are involved in sharing their experiences on a social entrepreneurial path, similar categories of shapers are grouped into standard headings, which we can understand as aggregate shapers. All the aggregate shapers have been highlighted and bracketed with yellow color. The reader can understand the aggregate shaper only by emphasizing the yellow- highlighted shaper and then tracing it back to the key shaper. Synthesized transformations are presented here due to the page limit. Protocols are segregated into several rows. A number was allocated to each segregated row to facilitate tracing.

The interview of one respondent is attached to this part for a better understanding. The interviews of the other eight women social entrepreneurs are attached in the appendices section.

Table 5.3 Specimen of Case (SE-A)

Original expression	Essences	Row number
<p>5.2.1 Case: 1(SE: A)Ummmm Actually, the confusion begins when we ask whom we define as an asocial entrepreneur. I place myself as a social entrepreneur for the cause that I have spent so many years in social enterprise. Ah mmm. <i>My previous experience convinced me to believe myself as a social entrepreneur.</i> Now, I am working in an NGO to create market access and facilitate many social enterprises. Actually, only those we can call social enterprises have a formal structure. I am considering myself as a social entrepreneur as I have worked...what I said. Almost 2007-2021 almost 14 year ... <i>what I have experienced till now I find immense pleasure through this work.</i></p>	<p>B: Remembering/recalling</p> <p>A1: Prior experience, Self-Self-Satisfaction (PersonalDrive)</p> <p>A2: Pleasure /Involvement with the work</p>	1

<p>What attracted me most is <i>that whenever I am engaged with the work it makes me feel better</i>. It is also true that I always prioritize inner satisfaction over monetary satisfaction.</p>	<p>B: Realization A1 : Professional contentment, Self-satisfaction (Personal drive) A2: Involvement with work</p>	<p>2</p>
<p>Ahha...It's the same thing as conducting business in social enterprise and commercial enterprise. ...Because the person who leads in SE or work as a CEO in corporate office almost do the same task. The person also need to look after productions, Sales, Marketing ,ummm...Finance and at the end of the day both need to check the balance of profit and loss by showing accountability. So the thing is same. in case of nature of workload. <i>Workload is different in case of NGO and social enterprises.</i></p>	<p>B: Remembering A1: Challenges in Managing Works (Challenge) A2: Difficulty</p>	<p>3</p>
<p>But the biggest difference is <i>ummmm you can find happiness if you consider the person who are benefitted from it..but here the concept of benefit is belongs to the target people of the project.</i></p> <p>Whoever own or initiate NGO or SE <i>they do not withdraw any profit. They reinvest the profit into different development programs. Such as in our case we reinvest our profit into education, health and in other diversified areas for ensuring long term impact on society.</i></p>	<p>B: Reflecting A1: Social value creation (Societal drive) B: Assertion A1: Financial stability (Opportunity) B: Assertion A1: focusing on Sustainable platform/business model (Strategies) A2: focusing on sustainability (long-term impact)</p>	<p>4</p>
<p>Ultimately what I guess and believe also <i>job satisfaction is much higher in</i> such activities where concern for society is directly related.</p>	<p>B: Eidetic grasping</p>	<p>5</p>

<p>Though it's my very own opinion. It cannot be the same for the others. ...ahh, in the case of NGO and commercial enterprise, workload is the same, but the salary is not the same ...actually, we didn't expect at that level salary in NGOs. So if anyone wants to engage with NGO or other social enterprise <i>to pursue money then the thing will be different....</i>Here if any one engage whole heartedly in such activities and <i>find happiness through the noble work for society only then he can feel attachment.</i>as I said I always prioritize the inner satisfaction over monetary satisfaction.</p>	<p>A1:Job Satisfaction/Professional Contentment (Personal Drive) B: Realization A1: Financial Challenges (Challenges) A2: Complexity B: Assertion A1: Satisfaction A2: Happiness (Personal drive, Societal drive)</p>	
<p>The problem we witnessed here is ...though every work is go through with problematic phase ...but our enterprise work with the most marginalized means most deprived sector of the country.<i>We work for the people who lives in the CHAR area. Like who lived in Gaibandha, Kurigram where you need a whole day to reach there....If you start your journey today from Dhaka then you reach to the kurigram or chinamari at the end of the day mosly....</i></p> <p>if we board on a plane then we could be able to save some time and can reach to the kurigram on the same day afternoon or evening. But at the night you can't catch anyone...<i>we have to work in the day sunlight It is much difficult to conduct work in those places.</i></p>	<p>B: Remembering/recalling A1: Challenges in providing assistance to remote regions, marginalized people. (Challenges) A2: Difficulty</p>	6
<p>We used to provide skill development training through our organization. They learn weaving. In</p>	<p>B: Assertion</p>	7

<p>Bangladesh you rarely seen any women taati but we teach women the work of weaving. Additionally how to dye or print. As the scope of work is very limited even nil in the CHAR area so this work is great source for them. Minimum wage is not less than 4000. It's actually depends on the workload of the worker. <i>Sometime it exceeded 14 to 15 thousand. Even for a tiny little task also they are paid 3 to 4 thousand. In weaving related task and dying the amount increases</i></p>	<p>A1: Transformation ability, Women's empowerment A2: Opportunity of transformation/capacity building (Opportunity/Strategies)</p>	
<p><i>Skill of everyone cannot be developed evenly. To develop their skill we have to take all the hurdles like providing the raw material and other training material as the area is really hard to reach .so we need to give them regular supervision and we have to go frequently to kurigram and gaibandha. But the problem is their address changed after every 10 years. <i>May be today they are in one char area and may be tomorrow in another area.</i> Suppose in chinamari we have a training center but it may also happens that after 1 or 1.5 the char may be diminished. And we also plan to move with them ...so the consistency always may not be the same. So we sometime bound to change our location.</i></p>	<p>B: Assertion A1: Nurturing ability, building capability) (Strategies) B: Realization A1: Challenges in the remote region A2: Difficulties in managing operations (Challenges)</p>	8
<p>. Sometime we lost our trained people...sometime we are unable to find them. But <i>we try to facilitate training to at least 100-150 people on different skill development training program like hand paint, stitching, dying block et. See NGO will take over this type of responsibility but commercial enterprise will never do it.</i></p>	<p>B: Assertion A1: Empowerment Opportunity A2: Opportunity for transformation/building capacity (Opportunity/Strategies)</p>	9

<p><i>Social enterprise /NGO's have to pay them money which is actually an incentive otherwise they will not come.</i> Yes, it's true we are not nonprofit; we are basically not for profit. Actually if we do not earn profit how can we manage to give them salary? We have to create market access for them, if we not allow them for having or acquiring skill how they learn to sustain it? Basically we have launched a retail store in Dhaka Banani and Luxemburg area only to create that market access.</p>	<p>B: Remembering A1: proposing rewards and benefits, creating market access A2: Building capacity (professionalization of product) (Strategies)</p>	<p>10</p>
<p>There is always a question that why NGO or any kind of social enterprise will do business? <i>The answer is to ensure sustainability of the workers NGO initiates small business opportunities so that they can earn ...</i> <i>Nobody will take that hardship what we as an employee of NGO and social enterprise took.</i></p>	<p>B: Realizing: A1: Sustainable business models. A2: Proposing rewards (Strategies) A1:Economic/financial challenges (Challenges)</p>	<p>11</p>
<p>We the people of <i>NGO who worked for women are actually empowering them ...to whom we are working I think they themselves are individually establishing themselves as a social entrepreneur.</i> Some women are the only earning person of the family. They are emotionally stable, capable for stopping or at least reducing child marriage, reducing domestic violence or <i>they are capable for creating individual identity. They now can think for themselves.</i></p>	<p>B: Assertion A1: Women empowerment (Opportunity) A1: Promoting entrepreneurial capability (Strategies) A2 Transformation capability/building capability (Opportunity /Strategies)</p>	<p>12</p>
<p><i>I believe women as a social entrepreneur is someway more capable than men as they have</i></p>	<p>B: Realization</p>	<p>13</p>

<p><i>humanitarian qualities since childhood or by birth, flexible nature and empathetic in all sense, I want to add women had always leading capability otherwise how can they manage family chores and in this organization also I have noticed how beautifully and boldly they lead , they create awareness among their locality how they raise their voice against violence. This way they can create self-respect and self-identity.</i></p>	<p>A1: Opportunity to empowerment/entrepreneurial ability (Opportunity)</p>	
<p>But my suggestion for creating more women social entrepreneurs will be as....</p> <p><i>Bangladesh govt needs to take more initiative for encouraging women to build as social entrepreneur</i></p> <p>Bank loan facilities need to be flexible enough to encourage social work as Bangladeshi women are positively sensitive to others....</p> <p>CSR can also facilitate social entrepreneurs of Bangladesh.</p> <p>I can express my opinion in a summery that,</p> <p><i>I have enormous satisfaction</i></p> <p><i>I feel top of the world while I get back to my home by thinking that I'm doing something for the sake of my nation.</i></p>	<p>B: Assertion</p> <p>A1: Building Capability</p> <p>A2: Transformation (Strategies)</p> <p>B: Eidetic Grasping</p> <p>A1: Self-satisfaction (Personal drive)</p> <p>A2: happiness/pleasure</p>	<p>14</p>

The protocols highlighted with the noetic expression specify the experiential structure of the participants. To prove the authenticity researcher has presented the protocols above and highlighted the noetic process and noema in the above case.

5.3 Conclusion

This chapter highlighted the guidelines that help to interpret the data. A specimen has been given with proper interpretations. This interpretation process generated several synthesized transformations. Both the noetic process and noema have also been identified. All the noetic processes (processes of consciousness) conform to the clear understanding of the subject's thought process. This includes respondent's perceptions regarding the social entrepreneurial journey which is ascribed with such meaning and named as noema (meaning of consciousness). The full description of each noema has been discussed in the upcoming chapter.

Chapter 6

DISCUSSION OF WOMEN'S EXPERIENTIAL STRUCTURE ON SOCIAL ENTREPRENEURIAL JOURNEY

This chapter attempted to discuss the experiential structure of women social entrepreneurs. Exploration of women in the social entrepreneurial journey reveals a pattern in which the essences came out for that specific context. In the previous chapter, the essences that were shown (case SE-A) were elucidated from the participant's description. The synthesized transformation has been categorized into three types: 'Aggregate Essences' and 'Essences' (A1), 'Key constructs/characteristics of Essences' (A2) as 'noema' and the 'noetic process' is denoted as (B). Similar categories of essences are grouped under aggregate essences. Hence, this chapter provides a detailed overview of noematic elements that constituted experiential structure and the noetic processes.

This chapter highlights verbatim transcriptions of the respondents to facilitate the reader with the original statements and their underlying essences.

6.1 Exploration of Social Entrepreneurial Journey

This research attempted to understand the social entrepreneurial journey of women in Bangladesh. All the respondents' interviews are included in the appendices chapter. One interview (SE-A) was presented in the interpretation chapter. As the research followed a phenomenological approach, the researcher delved deeply into the journey of women becoming social entrepreneurs by capturing the experiential description in a natural setting. The researcher deepens the thought into the experiential structure that the participants have shared.

During the phenomenological interview session, almost all the participant shared their experiences regarding the social entrepreneurial field, emotional attachment to it, the driving force behind their inception towards their respective social entrepreneurial field, challenges on their paths, opportunities they feel that propel them toward moving, and implementation of strategies they followed to become sustainable social entrepreneurs. The idea of making a sustainable social entrepreneurial platform is similarly remarkable from their description of experiences.

The experiential structure mentioned the issues related to their pursuits in social entrepreneurship. Moreover, their descriptions reflect their challenges and opportunities. They also revealed their striving techniques to become sustainable.

The experiences came naturally with the key essences helped to form aggregate essences as **‘drive’, ‘challenges’, ‘opportunities’, and ‘strategies’.**

The key essences and aggregate essences remain intersubjective. Here, intersubjectivity does not stand as a generalization. At first, the researcher used epoche (temporary suspension of the researcher's presuppositions). Following that, the researcher proceeded through eidetic reduction to extract essences from the experiences lived. All respondents shared their experiences regarding their entrepreneurial life as a first-order construct. The researcher carefully transformed and synthesized their experiential structure in the second-order construct. Hence, the second-order construct is derived from the first-order construct; thus, the meaning remains intact and complies with intersubjectivity.

6.1.1 The Noematic Elements: The Aggregate Essences

To prepare this section, one needs to recall the previous chapter. Each protocol presented in the last chapter (interview of SE-A) described her social entrepreneurial experiences. All the participants were allowed to think about their journey from the beginning of their lives. All of the participants recalled their experiences since the initiation of their entrepreneurship model.

Categories of synthesized transformation were achieved to understand respondents' drives, their paths that consist of challenges and opportunities, and how they navigated themselves in this path by using specific strategies. This synthesized transformation also helps to reveal how these experiences shaped them as sustainable social entrepreneurs.

Thus, several elements were found in the participants' descriptions of experiences that can be considered valued end-shapers. Therefore, this process of consciousness is called noesis, and the valued end shapers with key constructs are noematic elements.

All participant shared their experiences regarding why they chose to become social entrepreneurs and how they feel compelled to be connected in the social entrepreneurial field. All the motivating forces are named after drive issues. These issues related to 'drive' can be

categorized into three types: personal, entrepreneurial, and societal, each of which is briefly explained in the analysis of 'drive' issues section.

While describing their drive issues, they also remembered their challenging period regarding funding, social perception, gender discrimination, remote regions, workforce, etc. All participants have gone through and are still going through the difficult phase of their lives. Though the elements of challenges may be different, the researcher tried to put all the challenges that have been shared by the participants in the analysis of challenges section.

The participant's firm conviction regarding minimizing challenges is also mentioned. Throughout the interview session, all the participants shared about the opportunities they felt they had exercised or were looking forward to. The transformation they are making mentally, socially, and financially is praiseworthy. Thus, the researcher interprets the opportunities section by including their experiences regarding financial empowerment, transformation ability, creation of market access, etc.

In the interpretation part, the participant also shared their experiences regarding how they provide innovative solutions to the unmet needs of society. Moreover, they shared their experiences regarding how they build themselves up optimistically and provide innovative solutions. Thus, all the circumstances that enable them to believe in providing the solution to the gap are identified as opportunities. They firmly believe that social entrepreneurship allows them to transform themselves in a way that minimizes their challenges. This transformation often leads to the chance of having financial sustainability. All the participants shared similar experiences regarding social entrepreneurship, which provides them with the opportunity to be empowered through employment and entrepreneurial capability. Thus, they can positively transform themselves while engaging themselves in the social entrepreneurial field.

They provide guidelines for novice social entrepreneurs from their experiences. Throughout the interview, the respective social entrepreneurs recall their own experiences regarding strategies they followed to prepare for the future. All the respondents' experiential structure leads towards their journey of sustainable social entrepreneurship. Consequently, in the last section, the researcher carefully organizes the protocols into one heading- 'strategies', outlining their experiences to become sustainable social entrepreneurs.

The table below represents the valued end elements (noema) identified from the participants' descriptions of experiences.

Table 6.1: Noematic Elements: Aggregate Essences

<p>1.Drive</p>	<p>Here, aggregate essences- ‘Drive’ are categorized into different forms - <i>personal drive, entrepreneurial drive, and societal drive</i>, which are considered as the motivating factors to initiate social entrepreneurship.</p>
<p>1.1 Personal Drive</p> <p>1.2 Entrepreneurial Drive</p> <p>1.3 Societal</p>	<p>Internal motivating elements such as <i>self-satisfaction, professional contentment, prior experience, and support from social circles act</i> as key essences to form personal drive.</p> <p><i>Skills, experience, expertise, knowledge, innovativeness, and problem identification</i> act as the essences to form entrepreneurial drive.</p> <p><i>Strong attachment to noble work and societal value creation</i> acts as the key essence of societal drive.</p>
<p>2.Challenges</p>	<p>Issues related to <i>gender discrimination, remote regions, workforce complexity, negative perception, inadequate preparation, and poor networking</i> are illustrated here as key essences of the second “Aggregate Essence” – “Challenge”. Challenges are denoted as the barriers that social entrepreneurs face during their initiation, and are continuing while broadening their model.</p>
<p>3. Opportunities</p>	<p>The possibilities ahead of the participant with their respective social entrepreneurial model, such as ‘<i>empowerment, financial stability, and positive transformation,</i>’ are the key shapers of the third “Aggregate Essence” – “Opportunities”</p>

4.Strategies	The participant followed to set themselves as sustainable social entrepreneurs. <i>‘Building entrepreneurial capability, social values, proposing rewards, providing empowerment opportunity, promoting networking ability, and focusing sustainable business models’</i> are denoted as key essences under the fourth “ Aggregate Essences ”- “ Strategies ”
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6.2 Aggregate Essence- ‘Drives’ of Women Social Entrepreneurs

Social entrepreneurial drive originates from combining different aspects. Social entrepreneurs possess a strong connection for addressing the unmet needs of society. Participants engaged in this study shared their experiences regarding what motivates them to engage in such entrepreneurial endeavors. All the participants shared their *self-satisfaction, professional contentment, support from their social circle, and accumulation of life experiences* that formed their drive to initiate social entrepreneurship. They also shared their experiences regarding skills, expertise, and knowledge, which ultimately helped to form entrepreneurial capabilities. In pertinence, the process of social entrepreneurship originates from entrepreneurial drives. Moreover, all the participants' experiential structure clarifies their strong attachment towards society. Thus, the societal drive issues comprise strong attachment and value creation shapers.

Drives of social entrepreneurs are segregated into three different categories: "personal drive, entrepreneurial drive, and societal drive", according to the participants' descriptions of experiences.

The key essences of the aggregate essences have been presented in tabular form. Moreover, participants' statements and insights from the literature review have been described in the following sections. The interplay between the participant's lived experiences and scholarly discourse is assumed to provide a complete understanding of the phenomena under investigation.

Table 6.2: Aggregate Essence: Drive

Essence (Second Order Construct)	Form of Aggregate Essence	Reference to cases
Self-Satisfaction	Personal	[Case SE-A to Case SE- I]
Professional contentment		[SE -A, B, C, E, G, H, I]
Support from social circle		[SE- B, C, D, E, F, G, H, I]
Prior experience		[SE- A, B, C, D, F, G, H, I]
Skills, Experience, Knowledge	Entrepreneurial	[SE- B to Case I]
Strong Attachment to Noble Work. Societal Value Creation.	Societal	[SE- A to Case I]

6.2.1 Drive: Personal

According to the participant’s experiential structure; personal drive has been categorized into distinct factors including self-satisfaction, professional contentment, support from social circle, and accumulation of prior life experiences.

6.2.1.1 Self-Satisfaction

People who are motivated to make positive changes in society while developing sustainable business models are known as social entrepreneurs. Social entrepreneurship is not a forceful act rather they engage in such activities because they derive self-satisfaction from it. Participants’ experiential structure describes their sense of satisfaction which is denoted by “satisfaction, “pleasure” “inner satisfaction”, “better” “good” “urge to satisfy the self” and “positive driving force” related conversation. Below are the responses they provided:

Table 6.3: Expressions of Self-Satisfaction

SE-A	<i>I have enormous satisfaction, I feel on top of the world when I get back to my home thinking that I'm doing something for the sake of my nation. (Row 14)</i>
SE-B	<i>It was like completely I am working for a good cause...(Row 7)</i>
SE –C	<i>Believe me, when I spent my time with them I got heavenly feelings.....(Row 16)</i>
SE –D	<i>Coding is something I love, and enjoy. (Row 7)</i>
SE-E	<i>No matter what if I can help to create an identity for one woman it will give me immense pleasure. (Row 11)</i>
SE-F	<i>so for me the main....I think the goal ahh or the drive is solving the problem of education. (Row 4)</i>
SE-G	<i>From the beginning of my work to now I feel self-satisfaction ... (Row 15)</i> <i>I was eager to do something so that my testimony would remain even after 100 years of my death. (row 15)</i> <i>This satisfaction can only be felt by keeping myself within this.(Row 36)</i>
SE- H	<i>.... we all wrote from our hearts....(Row 9)</i>
SE-I	<i>women are driven by motives which are a bit beyond only making a name or making money.(Row 3).</i> <i>In their hearts, they always want something more satisfying beyond just money and power.</i> <i>In the last 20 years, I have seen women find more satisfaction in working in this area where they give and receive.</i>

The above statement justifies that social entrepreneurs emerge from a desire to satisfy themselves while stimulating societal concerns. The participant's expressions reflect this "Self-satisfaction" feeling. Here, SE-A shared her life experience, feeling 'top of the world' when she spoke about her engagement with people, which connected with her self-satisfaction. SE –B confidently spoke about her work, which led to a good cause and justified her feelings of satisfaction. The conversation of SE-C and SE-E expressed their feeling by using the words "heavenly feeling" and "immense pleasure". One participant mentioned that she loved and enjoyed her task. Throughout the conversation, SE-F emphasized that she is

first an educator, and after that, she is a social entrepreneur. So, while describing her journey, she felt satisfied that she was doing something great for the education sector through her entrepreneurial initiative.

Meanwhile, SE-G found an instinctual connection while staying engaged in her entrepreneurial platform, and it eventually reflected her self-satisfaction. Throughout the conversation, the satisfaction criteria emerged through various perspectives. SE--H expressed her self-satisfaction by sharing her memories of preparing a blog that became an app in later days. She mentioned that she and other people engaged with blogs, and she found an instinctive connection by writing from their hearts. Participant SE-I has expressed her feelings as a representative of social entrepreneurs, noting that women are constantly engaged with something that can satisfy them eternally rather than obsessing with money and power. The above discussion illustrates that self-satisfaction is a key motivator as most social entrepreneurs feel fulfilled and purposeful in their respective social entrepreneurial fields.

Insights from literature: Social entrepreneurs always find their primary contentment in serving the people, society, and country broadly (Yamini et al., 2022). It has been argued that social entrepreneurship widens the scope for an individual to align their values with their noble work, leading to self-satisfaction. ESCAP & British Council (2017) surveyed women social entrepreneurs in 5 countries in 2017 and found that women initiate social entrepreneurship due to the urge for self-help and mutual help. Women can ensure their self-worth, self-choice, and confidence while involved in social entrepreneurship. Ramadani et al. (2022) argued that social entrepreneurs derive self-satisfaction from their work. Moreover, social entrepreneurship provides feelings of self-actualization and empowerment, which is more than economic security for women (Chatterjee, 2022). In this study, the participant shares their feeling, which reflects their self-satisfaction.

Key summary: The expedition of self-satisfaction and self-fulfillment influences women to venture into social entrepreneurship.

6.2.1.2 Professional Contentment

Professional contentment consists of multifaceted notions comprising self-contentment and fulfilment of an individual's work prospects. Here, the participants expressed "job satisfaction", "work-related pleasure", and "motivation towards starting something for the people" as professional contentment.

Table 6.4: Expressions of Professional Contentment

SE A	<p><i>Whenever I am engaged with this sort of work it makes me feel better.She also added that <i>job satisfaction is much higher in such activities where concern for society is directly related</i>".(Row 2)</i></p> <p><i>What I have experienced till now I find immense pleasure through this work.(row 1)</i></p> <p><i>Whenever I am engaged with the work it makes me feel better. (Row 2)</i></p>
SE-B	<p><i>All the people I have met and also meeting every day inspire me to think or work for the people. (row 4)</i></p>
SE-C	<p><i>Currently, there are 78 women (physically challenged) working under me directly and indirectly.It really gives me immense pleasure. (Row 19).</i></p>
SE-E	<p>"Rangdhanu enterprise" is like my child. (Row 6)</p>
SE-G	<p>Within 1 year of my enterprise, I find that inspiration.... I felt that even a govt secure job could not satisfy me like this. (Row 34)</p>
SE- H	<p><i>what am I doing? I am just making money and I'm in the world of finance and that's it... right? So that's when I started the vlog named after my mother..for that I have known now... (Row 9)</i></p>
SE- I	<p><i>I am sure there are many women in Bangladesh who do not mind if they find a safe secured, comfortable yeaah...safe secured comfortable space in working in the other sectors. (Row 8)</i></p> <p><i>I do not see what I receive because I can receive a lot more in other sectors, in other fields in other countries okay so this was my choice. (Row 8)</i></p>

The above statement highlights the notion that all women entrepreneurs not only secure their self-satisfaction but also find professional contentment by engaging in the realm of social entrepreneurship. The second drive issue confers that respective social entrepreneurs are engaged with their entrepreneurial area due to the contentment /job satisfaction they find through their work. The researcher has tried to segregate the essences that signify the respective social entrepreneur's contentment or satisfaction with work. Many words are found related to professional contentment. The words such as 'better', 'pleasure', 'safe', 'secured', and 'comfortable' adorn their professional experience with contentment. One participant, SE-E, compared her entrepreneurial work with her child's and justified the contentment. Another

participant, SE-H, expressed her contentment differently. She realized that after investing 8 years in the financial department in another country, she was entirely in vain if she could not do anything for her country. Moreover, this realization is a signal of professional contentment, which makes her a prominent social entrepreneur in a later phase. The researcher has tried to capture all the essences related to contentment.

Insights from literature

It has been evident that social entrepreneurs possess great aspirations towards creating positive changes in society and the environment through their social entrepreneurial platforms in which they find satisfaction (Lee & Chen,2019). Previous research on social entrepreneurship has explored the personal drive issues in various ways, combining men and women. According to the report of the ESCAP and British Council (2017), it has been evidenced that around 56 % of women enter into social entrepreneurship by their own choice.

Key Summary

Women engage in social entrepreneurship because it propels them towards professional contentment in comparison with conventional professional spheres.

6.2.1.3 Support from Social Circle

Entrepreneurial success depends on entrepreneurial Support and encouragement. The participants engaged in the study also felt gratitude towards the family support they received yet for making their enterprises. Some participants showed their gratitude to their close family members, such as their sister, father, and mother, and some also mentioned Support from their social circle, such as friends and relatives. All the participants' experiences regarding their Support from social circles have been articulated in the following ways:

Table 6.5: Expressions of Support from Social Circle

<p>SE B</p>	<p><i>The thinking of helping people in society or serving a major portion was not a unit thinking of mine, of course, my first education came from my family. Since my childhood, my thinking process shaped in a way to serve people in society. (Row 3)</i></p> <p><i>My parents gave me the first learning after that from whom I found support and grew up like friends, neighbors, or cousins brother and sister. I got persuasion from all whom I have noticed to work for society. (Row 3)</i></p>
<p>SE- C</p>	<p><i>I clearly remember in the beginning, She (my sister) convinced me to be happy ...always suggested that be strong, and confident at work. I started with my little sister's help... (Row 7)</i></p>
<p>SE-D</p>	<p><i>The most important motivation was my father, who has always insisted on me doing something for the nation of Bangladesh. My father told me 'You are an engineer – take your initiative... (Row 9)</i></p>
<p>SE E</p>	<p><i>My mother always inspires us to help others. (Row 1)</i></p> <p><i>My family members are always beside me even in the pandemic situation they supported me in all ways possible. (Row 8)</i></p>
<p>SE-F</p>	<p><i>I established a school with the help of friends and family in Tangail. (Row 3)</i></p>
<p>SE-G</p>	<p><i>in my life, the big inspiration was my father. (Row 6)</i></p> <p><i>My husband helps me a lot. He supported me and made me understand that, you can do many things in life...to be a doctor or engineer only these issues are not big. You can also do something for the people. (Row 7)</i></p>
<p>SE H</p>	<p><i>my ma was always supportive when I got married my husband is more supportive ... my mother-in-law is more supportive than my husband. (Row 25)</i></p>
<p>SE I</p>	<p><i>Women empowerment was started by my family you know...it is inbuilt don't need to create name and fame and money. (Row 7).</i></p>

Almost all the social entrepreneurs agreed that they receive support from family and social circle. The orientation to doing something for people has come from family support. They have rightly mentioned the inspiration they have got from 'father', 'mother' 'sister' 'family member', 'husband', and 'mother-in-law'. All the participants engaged in this study expressed their gratitude several times regarding the influence they received from their families to start social entrepreneurial work.

Insights from literature: Research has evidenced that family is the most significant support system for all entrepreneurs. Ambad (2022) has correctly identified the family as a support system and also one of the most critical motivating tools for social entrepreneurial intentions. It has been argued that social entrepreneurial intention is an instinctive quality that can be inherited from family members. Rosca et al. (2020) argued that family support plays a vital role in shaping individuals' roles, values, and morality, which is crucial for social entrepreneurial intentions. Moreover, the family provides the best possible strengths to overcome the challenges during different phases of entrepreneurial foundations.

According to, ESCAP & British Council report (2017), it has been revealed that around 25% of women think they can maintain their commitment to family and society at the same time if they are involved in social entrepreneurship. In connection with this, Ambad (2022) expressed through a systematic literature review that a strong support system from family is considered one of the crucial antecedents of social entrepreneurial intentions.

Key summary:

Positive social support encourages women's involvement in social entrepreneurship.

6.2.1.4 Prior Experience

In the interview, some participants remembered their previous work experience and life incidents as their drive to engage in social entrepreneurship. Some participants also mentioned their educational background as prior experiences.

Table 6.6: Expressions of Prior Experience

SE A	<i>I put myself as a social entrepreneur for the cause that I have spent so many years in social enterprises, My previous experience convinced me to believe myself as a social entrepreneur. (Row 1)</i>
SE-B	<i>Like I have expertise on how to do better design but I am learning from others regarding how to fit a business model or fit into a sustainable model. (Row 9). Since my academic background is in city planning, I am getting an initial advantage.... (Row 9).</i>

SE- C	<i>I thought I had completed my study at such a top university but struggled a lot to get a job.So what will be their fate? So I thought if I can do anything for them ...it would be great. (Row 4)</i>
SE- D	<i>My motivation came from my life experience.</i> <i>I have faced lots of struggles as a female in this industry. So I decided that I would do something to help other women overcome the struggles that I have faced...(Row 10)</i>
SE-F	<i>I am an educator primarily I'm an educator and entrepreneur by chance...</i> <i>Persistently I saw the gap in to way the student were struggling to articulate their thoughts...(Row 1)</i> <i>That's why I felt like my contribution at the tertiary level.(Row 2)</i>
SE-G	<i>I learn from my aunt. I did some online coaching....some techniques I have learned from you tube... different way I tried to keep learning. Ummm (Row 8)</i>
SE-H	<i>The reason of mine came from very personal reasons of mine. (Row 5)</i> <i>Those two personal reason make me think...so there is a problem there which needs to share.. (Row 7)</i>
SE –I	<i>I worked with a lot of the Bihari people..Lots of work I have done.so you know there are I think....yaaah it has been always a driving force that I have to give something to the people... (Row 9).</i>

The statement given by the participants of this study clearly sketches a connection between prior experience, whether it is good or bad, and the propensity to undertake social entrepreneurship. Some of the participants engaged with this study rightly mention the positive experiences of their work or life that drove them to social entrepreneurship. SE–A and SE-I have shared their life stories, and they reveal that their previous work experience and intention towards social work convinced them to establish themselves as social entrepreneurs. Similarly, SE-G shared that her handicraft skills, which she learnt from the very beginning of her life, make her confident enough to dream big with this in the later phase. On the other hand, SE-B and SE-F have built their entrepreneurship based on educational background. SE-B has a strong academic background in design and city planning, which inspired her to think about the problem of toilet issues in Dhaka. Similarly, being an educator, SE-F was inspired to think about the education remodelling system of Bangladesh and create a social entrepreneurial platform in this area. Moreover, SE-C, SE-D and SE-H mentioned their life struggles, which

inspired them to think from a new perspective and influenced them to build their social enterprises.

Insights from literature: Research evidenced that social entrepreneurs often find their inspiration from their own life experiences (Yitshaki & Kropp, 2016; Jeong et al., 2020). However, Ambad (2022) has explored nine critical factors to becoming a social entrepreneur, with prior experience being one of them. In addition to this, it has been observed that previous experience and background accentuate initiating social entrepreneurship. Moreover, it has also been evidenced that since childhood, women who suffer in poverty and gain a lower level of education have the propensity to connect with social entrepreneurship at the community level (ESCAP & British Council, 2017). Moreover, social entrepreneurship aspires to build as a result of proactive and reactive activity by encountering numerous social problems and thus hoping for solutions (Nicolas Martinez, 2019). In connection with this, Jeong et al. (2020) assumed that people observing or facing triggering incidents like social inequality, deprivation of minor's people including children and women, illiteracy, and crime can mould a person to become a social entrepreneur and act as a role model to overcome. Some important quotes have been highlighted in the following, which revealed that prior experience of a woman's life is related to social entrepreneurial drives.

Many scholars put assertions on personal experience, which has been regarded as a driving tool to become social entrepreneurs (Majumder et al., 2014). Challenging past, complex scenarios of the surroundings, along with engagement towards people, stimulated a person toward social entrepreneurship (Van Ryzin et al., 2009, Majumder & Dey., 2020). A person's intention to engage in social entrepreneurship may originate from a desire to start a business or start a social initiative to do well for society (Bacq & Alt, 2018). Research suggests that social entrepreneurs strive to tackle issues related to social, global, or environmental deterioration with their inventive and entrepreneurial minds, as described by Abeb et al. (2020). They exert a positive desire to make a difference by creating innovative products and services that assure financial gain and create value for society.

Key Summary:

Both positive and negative experiences of life play a significant role in attempting social entrepreneurship.

6.2.2 Drive: Entrepreneurial

Entrepreneurial ambition and confidence can build entrepreneurial drive. Participants of this study also shared their entrepreneurial drive, which ultimately led them to establish themselves as prominent social entrepreneurs. The participants shared their entrepreneurial drive by expressing their traits, skills, knowledge, vision, initiative, enthusiasm and perseverance.

Table 6.7 Expressions of Entrepreneurial Drive

SE –B	<i>Since childhood I've been pretty confident about the fact that nothing is impossible...there is always a supplementary solution to a problem. (Row 4)</i>
SE-C	<i>I will never lose hope whatever people think...I have to do something for them....(Row 5, 16) So I thought if I can do anything for them ...it would be great, (Row 4) I have to fight with the fear that lies inside of mine and in the other's mind...(Row 6)</i>
SE-D	<i>From the beginning of my journey it was my ambition that , I will not fight for my achievement, acceptance rather I want to see more Bangladeshi women are engaging in technology(Row 19)</i>
SE E	<i>I think my entrepreneurial drive came from my family. (Row 1) I always wanted to put my opinion whenever I find important. Since my childhood I had leading ability (Row 2). I was always get ready to deliver my 100 percent effort. (Row 3)</i>
SE-F	<i>I first tried to understand what the problem was and I have many human-centered design to work that sort of challenges (Row 3). Entrepreneurship is something when I take up to solve a problem of education, so for me the main..I think the goal ahh or the drive is solving the problem of education. (Row 4)</i>
SE-H	<i>...I became an entrepreneur to solve a problem that where the women go when they have a very personal question to ask about their bodies..... (Row 12)</i>
SE-I	<i>As I have said I have always tried to see what I can do for people and others. Wherever I find gaps and I can fill I always try to do that. (Row 17)</i>

Most of the participants in the study mentioned their entrepreneurial traits, which they have inherent or acquired since childhood. The researcher highlights the moment of expressions, which clarifies the participant's conviction towards solving problems and confidence and reveals entrepreneurial desire, which is included as a driving issue in this study. Here, SE-B has shared her ability, which is adorned with confidence; SE-C expressed her enthusiasm, and SE-D shared her fighting spirit. Besides them, SE-E expressed her vocal spirit, and SE-F and H uttered their vision to solve societal problems. SE-G and SE-I shared their experiences regarding how their thoughtfulness for the people compelled them to enter into the entrepreneurship area.

Insights from the literature

Satar and Natasha (2019) explained in their study about an individual's social entrepreneurship orientation, where the study summed up four dimensions related to passion, risk, innovation, and pro-activeness. Entrepreneurial drive combined with all the motivation and passion needed to overcome challenges in pursuit of their goals (Neneh, 2022). Social entrepreneurs need the fuel of passion to ignite their work to serve the deprived part of society. For the nascent social entrepreneur, it has been claimed that strong entrepreneurial determination and support can also ensure social entrepreneurial success (Jabeen & Faisal, 2018). Social entrepreneurs are driven by a strong feeling for society, creating a positive social impact. Boetang (2017) also put assertions regarding women's traits, qualities, experiences, and aspirations to become social entrepreneurs in his study.

Key summary:

The central impetus to initiate social entrepreneurship originates from entrepreneurial desire.

6.2.3 Drive: Societal

Social entrepreneurs are always visionary about making positive changes in society and the environment, for which they exert a strong attachment towards noble work.

Social entrepreneurship originates from the urge to do something for society. Here, the participants expressed their feelings for society. All social entrepreneurs are firmly attached to society's noble work. They are concerned about the social value creation for which they emerged as social entrepreneurs.

Table 6.8 Expressions of Societal Drive

SE-A	<p><i>if anyone engages wholeheartedly in such activities will surely find happiness through their noble work for society. (row 5)</i></p> <p>She also added <i>you can find happiness if you consider the person who benefits from it. (Row 4)</i></p> <p><i>I feel top of the world when I get back to my home by thinking that I'm doing something for the sake of my society my nation'. (Row 14)</i></p>
SE-B	<p><i>I did not consciously do it as a social entrepreneur but yes I wanted to do it to solve a major problem in society. Since my childhood, my thinking process shaped in a way to serve people in society.(Row 3)</i></p>
SE-C	<p><i>I love to think for society and work for society.(Row 1)</i></p> <p><i>I thought if I could do anything for them ...it would be great. I thought entrepreneurship which is more focused on disabled people would help the society. (Row 4)</i></p>
SE-D	<p><i>To answer the society that women can also make an impact in a country. (Row 15)</i></p>
SE E	<p><i>I was economically solvent but my inner mind always wanted to do something for the girls who were like me. (Row 4)</i></p> <p><i>I was planning to do something which can be helpful for the girls and women and also for the society. (Row 5)</i></p>
SE-F	<p><i>Actually no impact what I want to ahhhhhhhI was not be able to help to the poor at the root. That's when while I was teaching at north south university. I established a school (Row 2)</i></p>
SE-G	<p><i>I was eager to do something for people so that my testimony would remain even after 100 years of my death. (Row 15).</i></p>
SE- H	<p><i>I'm sitting here in San Francisco; I'm doing a startup in Bangladesh. As a startup only because my heart wants to do something for the people of my country. (Row 17).</i></p>
SE – I	<p><i>Women are nurtured by nature. They want to do something for mankind, people, humanity, for the planet. (Row 5)</i></p>

<p><i>And all my life what I focused on was compassion because I always felt very deeply about things. And especially for people...okay I love people for this I think I have been always driven to do something for the people. Beyond loving people, I love the people of Bangladesh. Beyond doing that I want to be in Bangladesh. I want to stay in Bangladesh because I want to see what I can give to Bangladesh. (Row 8)</i></p>

Social drives may be initiated in one's mind due to the attachment one individual feels or an urge to do something for society. All the participants felt the urge to remodel society in their respective areas. SE-A has clarified the concept of societal value creation more deeply. On the other hand, since the beginning, SE-D has made it very clear to make a societal impact by implementing innovation through women in technology. Conversely, SE-C is also deeply rooted in societal value creation. Here, all the participants SE-B, SE-E, SE-F, SE-H, and SE-I have the same spark that lies within them to solve the problem related to skill development, women empowerment, education (technical, technological, informational), and marginalized people development. Thus, the intention to do something for society, love to think for the people, commitment towards society, and self-conviction for the betterment of the country drives them towards social entrepreneurship.

Insights from Literature

A plethora of research work argued about the selfless intentions and stimulus towards societal issues as the driving force of most social entrepreneurs (Miller et al., 2012). It is manifested that social entrepreneurs possess passion and a strong attachment to support the most vulnerable sector of society. Social entrepreneurs possess additional apprehensions for socioeconomic issues besides exercising entrepreneurial competencies. It has been argued that they felt the urge to solve socioeconomic issues whilst developing platforms of social entrepreneurship (Clark-Gill, 2016). Fernandez and Martin (2023) asserted that women entrepreneurs are primarily driven by social entrepreneurship with a focus on advancing societal objectives. It has been evidenced that women from marginalized areas (tribal, Char) can also be revitalized in agriculture or handicrafts through social entrepreneurship (Kumari & Eguruze, 2022). Moreover, this involvement not only gives them individual financial independence but also serves their family and the nation in a broader sense. In addition, it has been evidenced that

women pursue social entrepreneurship due to societal and environmental urges (ESCAP & British Council, 2017).

Hence, positive social support is also considered a significant factor in creating societal drive (Neneh, 2022). Strong attachment to noble work and the creation of societal values are considered to be included in the societal drive. The basic principle that distinguishes social entrepreneurs from conventional entrepreneurs is the process of value creation. Traditional entrepreneurs focus on value creation by profit-making. In contrast, social entrepreneurs create value through welfare activities (Cardella et al., 2021). SE's are always mission-driven towards mitigating social problems, including education, gender discrimination, violence, and pollution from society. In addition, prior research posits that entrepreneurship grows due to poor socioeconomic conditions and unemployment in society (Clark-Gill, 2016). In connection with this, Fu and Yan (2024) argued that social entrepreneurship aims to solve societal problems that are unseen or unmet by philanthropic and government organizations. Social entrepreneurs often work within specific regions to address the needs of the locality (Barki et al., 2020). The main motive of social entrepreneurs lies in decentralized solutions to the creation of societal value. Women are habituated with the traits of compassionate feelings and empathetic thinking for others. Research findings indicate that women social entrepreneurs emphasized local community development, which had far-reaching effects on grassroots-level advancement and community-driven solutions (Clerk Muntean & Ozkazanc, 2016).

Key summary: The core tenets of social entrepreneurship are hence termed societal value creation. A strong attachment to noble work fosters a person to become a social entrepreneur.

6.2.4 Summary of the Aggregate Essence: Drive

Research on social entrepreneurial intention has been extensively cited on various facets of personal, entrepreneurial, and societal drive issues in separate contexts.

Social entrepreneurship often deals with the most pressing problems in society. Women who frequently encounter disparity and injustice in society are mainly included in it. Conversely, research also evidenced that women engaged in social entrepreneurship due to pursuing self-satisfaction, as they found self-belonging in such a platform. By aligning their active participation and initiative, women social entrepreneurs confront the preexisting challenge and seek appropriate solutions. Women social entrepreneurs find immense pleasure in engaging

them with social entrepreneurial platforms where they can relate to them and generate new ideas to address the most tenacious social issues.

Women also endeavor to enter social entrepreneurship as they find professional contentment in it. Due to the glass ceiling concept, traditional job opportunities often need to catch up. However, by attempting social entrepreneurship, women have been empowered to take control over their careers and contribute positively in areas that matter to them.

The encouragement from social groups also influences women to endeavor to use social entrepreneurial platforms. Family, Friends, relatives, and neighbors make up social circles. Encouragement from the social circle affirms women's confidence, ambition, and vision while inspiring them to make a positive social impact.

The percentage of women's involvement in social entrepreneurship is increasing substantially due to their repeatedly unpleasant experiences regarding traditional barriers in conventional employment, frequent social disparities, and injustice around them. This prior experience or direct observation often prioritizes them inclusively in social ventures.

Additionally, women are blessed with humanitarian qualities regarding care, love, and affection for people around them, which often instigate them to be involved in such novel platforms. It is to be noted that traits of entrepreneurship are gender blind. Women frequently embarked with unique qualities encompassing leadership, timeliness, empathy, and multitasking ability. Since childhood, they have been embedded in broadening their circle, which often helps make contacts in entrepreneurship.

Apart from entrepreneurial drive, women often feel a strong attachment to the community in which they belong. Women have been naturally empathetic since their childhood. In pertinence, social entrepreneurs are assumed to be rooted in an empathetic nature. The participants opened up their instinctual bonding towards their respective social entrepreneurship platforms. Through phenomenological interviews, the participants were allowed to think and share their driving experience with the researcher. All participants consistently agreed that the problems they were involved in social entrepreneurship stemmed from societal concerns that still granted them immense pleasure while enabling them to pursue entrepreneurial drive. They expressed their attachment to the society to which they belong. All the participants unanimously agreed that they engaged in social entrepreneurship to create a long-lasting impact on the society in which they live.

6.3 Challenges of Women Social Entrepreneurs

Entrepreneurship is always challenging, whilst social entrepreneurship exerts more than conventional entrepreneurship. All the participants engaged in the study have experienced challenging phases in their entrepreneurship endeavors.

Table 6.9 Aggregate Essence: Challenges

Essences (Second Order Constructs)	Aggregate Essence: Challenges	Case Reference
Gender discrimination	Challenges	[SE- B, C, D, E, F, H, I]
Challenges in a remote region		[SE- A, E, G, H, I]
Challenges of managing a fluctuating workforce		[SE- A, B, C, E, I]
Challenges of negative perception and belief system		[SE- B to Case I]
Challenges in attaining preparation, education, and Confidence		[SE- B, C, D, F, G] [SE-E]
Challenges in financial and other resource attainment		[SE- A, B, C, E, F, G, H, I]
Challenges of networking and Mentorship		[SE- B, C, D, F, I]

6.3.1 Gender Discrimination

Women often face discrimination and biases when they choose different, especially independent paths as their careers. From inception to forming and development stages, women social entrepreneurs face stereotypes, lack of appreciation, limited opportunities for funding, and other developmental facilities necessary for their enterprise. All the participants engaged in this study were shown the same expression while explaining gender discrimination, which they then and now felt.

Table 6.10: Expressions of Gender Discrimination

SE-B	<i>See this girl passed from architecture and only to work with toilet issues she returned to this country. Sohe was not reaching to any logic as to the fact why I am working with this toilet.so it's only about perception. (Row 12).</i>
SE-C	<i>Whoever heard about my entrepreneurship was very much sure I was making mistakes. First of all, I am a female and also blind how can I do entrepreneurship? (Row 5) It is really difficult to make believe to the women who worked for me that they are also capable of contributing...(Row13) Since childhood, they treated like they are a burden for the family. (row 14)</i>
SE-D	<i>People still not take women seriouslywomen can be good in coding, graphics. It is like a nightmare like...in that point I would say my struggles began... (Row 5) I mean where not we are deprived in family, professional life like promotion, opportunity you know. Even you are deserving though(Row 6) The first challenge (smile)I am a woman....(Row 16)</i>
SE-E	<i>our society is not ready yet to value women. (row 9)</i>
SE-F	<i>anybody going from Dhaka still featured like a foreigner wasn't that positive and when you are women ahhh it even hardens.. (Row 10)</i>
SE-H	<i>Only holding the name of social entrepreneurship doesn't make any sense. To be very honest I'm a women, I tick the box, or I'm serving to the</i>

	<i>women I tick the box actually whether I'm solving any problem ...: or not? Right (Row 4).</i>
SE-I	<p><i>I faced funny challenges ... (Row 18)</i></p> <p><i>First of all just because I came from a privileged family nobody believed in me. They thought she would have a cup of tea now and she would get back to her parties and in her way of life you know. (Row19)</i></p> <p><i>I faced social challenges in a way that you cannot imagine... (Row20)</i></p> <p><i>This condescension I had received. In a way, I would say in society and with partners and government offices everywhere the condescension I think all women be they are in I think they get this condescension. (Row 23)</i></p>

Almost all the participants shared their struggles with how they face discrimination in their personal and professional lives. Here, gender discrimination stories emerged from different perspectives. The statement presented above clarifies that each participant has gone through some discrimination, whether related to their existence, capabilities, leadership qualities, or their choice to enter into social entrepreneurship. SE-E has mentioned the societal perception that often undermines the existence of women in society. SE-C, the victim of gender discrimination, has opined very strongly regarding this matter. SE-F highlighted the challenges of initiating social entrepreneurship, noting that it is even more complex in society's eyes. Similarly, SE-I has mentioned the funny difficulties she has encountered so far. As she was raised in a very privileged family, society doubted her conviction to contribute to the underprivileged part of society. Although SE-H has explained this gender discrimination from a nuanced perspective, in her explanation, she acknowledged that gender discrimination strongly prevailed in society. Conversely, she warned the women who are eager to step into social entrepreneurship to reflect on the implications of their ideas sensibly and whether they serve as a solution. Taking minority advantage, she noted, could lead to negative consequences.

Insights from literature: Research has evidenced that gender discrimination prevails in various ways in social entrepreneurship. As such, they lack in setting credibility due to the dearth of proper guidance, network, support, and mentoring opportunities (Rosca, Agarwal, and Brem,2020). Access to funding is also considered to be a crucial barrier to women-led social enterprises. Research evidenced that male-led social enterprises comparatively face fewer challenges in proving their competency while seeking funding. It is a deeply rooted prejudice of society to consider women as subordinate rather than leaders or entrepreneurs

in particular. It has been contended by a plethora of researchers that the impediments that women encounter towards their social entrepreneurship development are sometimes linked with their own judgmental and psychological thoughts (Chatterjee, 2022). In conventional entrepreneurship, the pay gap is also noticeable between men and women due to gender segregation (ESCAP & British Council, 2017). Social entrepreneurship is prevalent in the areas of social care and education, which are consistently valued by women in comparison with men involved in tasks (Greenland, 2023). However, it is also a matter of great inspiration that women's involvement in social entrepreneurship is not only income generation but also establishing a positive impact on society. It has been argued that social entrepreneurship paves the way for the gender gap to be bridged by providing opportunities to women from lower and upper strata where they can expand their scope of empowerment (Muntean & Ozkazanc,2006).

Key summary: Gender discrimination is prevalent in the social entrepreneurship realm due to the cultural, social, and preexisting norms and beliefs of this society. Moreover, access to finance and other resources, the ascent to leadership roles, and a lack of opportunity also make women lag.

6.3.2 Challenges in Remote Regions

Social entrepreneurs felt the positive drive to address innovative and sustainable solutions for the people of remote areas. The task is challenging as it requires a proper understanding of the local context, concentrating on the problems, and designing and implementing local resources in such a way that a sustainable solution occurs.

Thus, it is encountered as the biggest challenge of social entrepreneurship to work in remote areas.

Table 6.11: Expressions of Challenges in Remote Region

SE A	<p><i>“ The problem we witnessed here....though every work is going through with problematic phase....but our enterprise work with the most marginalized means most deprived sector of the country. We work for the people who lives in the char area. (row 6).</i></p> <p><i>She added, It is much difficult to conduct work in those places..... at the night you can't catch anyone...we have to work in the day sunlight.(row 6).</i></p>
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SE-E	<i>Many a time I found it difficulty to run my parlor and enterprise due to the goons of our locality. (Row 9)</i>
SE-G	<i>women faces several problems especially lower middle class women...many of them still dislike working in outside from home.(Row 10) In our north region there is a big problem of early marriage due to poverty. They wants to give marry their daughter at very early age. (Row 11)</i>
SE-H	<i>when the first ever in Bangladesh we talked about the stuff that wasn't talked about before openly. (Row 10)</i>
SE-I	<i>the environment was so difficult you could not built anything any systems of service for them... (Row 11) I went into the hospital and I realized that if I tell them about washing hands and going to the toilet nooooo they don't need washing and then within 6 months cyclones come or floods come then if their land is broken they need help...otherwise how they will survive...(Row 14) One more challenges building a whole new system which is based on mobility....there is a possibility to move up our school, hospital, agricultural site, solar village ...I have world which is built on mobility..... My designing all my component are deal with mobility... (Row 57)</i>

All the participants engaged in the study outlined their stresses regarding working in the remote region. SE-A has mentioned its difficulties while serving the most unprivileged community. Similarly, SE-E also found problems while operating a small social initiative in her locality, citing community engagement and resource issues. SE-G discussed the hurdles most women encountered while initiating entrepreneurship in remote regions, emphasizing mostly societal and cultural barriers. SE-H rightly mentioned the knowledge gap that prevailed in the remote region, which hindered the effective implementation of development. Most importantly, SE-I outlines the challenges of adopting a holistic approach in a remote region. She found inconsistency, vulnerability, and limited mobility to be key challenges in operating social entrepreneurship in remote areas.

Insights from Literature

A plethora of research work has argued that women entrepreneurs face challenges from the initial stage of entrepreneurship regarding the balance between business operation and responsibility towards households and dependence (Abebe et al., 2020). Thus, they prefer to be confined to a small area of operation. Social entrepreneurial success is associated with how well they empower marginalized people so that they organize the grassroots assets as a team. A plethora of research work identified marginalized people on the basis of gender (Minniti, 2010), underprivileged geographic location (Zahra, 2012), etc. It is challenging for women entrepreneurs to undertake activities in remote areas with distinctive classes of people. Conversely, Cherrier, Goswami, and Ray (2018) stated that the success of social enterprises mostly depends on the context in which they operate. In addition, collaborating with all the stakeholders needs an in-depth understanding of the local areas' response, which can be simplified with suitable strategy, adequate time, smooth transportation, improved technology, etc. In connection with this, social entrepreneurs target remote areas as they want to address the most unprivileged sector of society (Rosca et al., 2020). However, it does not seem easy to commercialize the product in remote regions (Haugh & Talwar, 2016).

Key summary:

Social entrepreneurs encounter challenges while operating enterprises with marginalized people in remote regions. Various challenges are encountered while operating social entrepreneurship, such as poor connectivity, poor infrastructural support, barriers rooted in culture, and unmanageable local partnerships.

6.3.3 Challenges in Managing a Fluctuating Workforce

Social entrepreneurs aim to endow the individuals who are indebted with poverty, discrimination, violence, and other similar situations. Social entrepreneurship always focuses on marginalized people in the most empathetic way.

Table 6.12: Expressions of Challenges in Managing a Fluctuating Workforce

SE A	<i>“The area is tough to reach. So we need to give them regular supervision, and we have to go frequently to Kurigram and Gaibandha. But the problem is their address changed after every 10 years. Maybe today they are in one char area and may be tomorrow in another area. Suppose in</i>
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	<i>Chinamari we have a training center but it may also happen that after 1 or 1.5 the char may be diminished.(row 8).</i>
SE-B	<i>They sometimes lack their continuity due to some of their serious sickness or other family issues. (Row 11).</i>
SE-C	<i>Another problem I witnessed is consistency of my manpower. The women who worked under me were handicapped ...in various ways. They sometime lack their continuity due to some of their serious sickness or other family issues... (Row 14).</i>
SE-E	<i>If you became successful in making your enterprise then come your real challenges. Challenges related to managing people. As I said I worked with the women who are deprived. But when they became financially solvent or get married they became reluctant to make their own identity. (Row 11)</i>
SE-I	<i>People impacted by their environment they had to migrate they had to move...constantly losing everything they have got... (Row 11)</i>

The above discussion stretched about managing the workforce in a social entrepreneurship model. One of the aspects of social entrepreneurship is to assist marginalized people, but it is often encountered with the fluctuating workforce of that respective region. SE-A shared her practical experience while giving apprenticeships to people who regularly change their addresses. SE-B conveyed her concerns about the lack of continuity in this social work. SE-C and SE-E found complications and inconsistency while managing a vast workforce or serving large numbers of people. SE-I also highlighted the challenges of the migrated workforce, which ultimately give negative results in capacity-building programs.

Social entrepreneurship asserts the importance of the concept related to ‘exclusion’ and ‘marginalization’ while fostering creative innovation empathetically (Clerk Muntean & Ozkazanc-Pan, 2016). One of the significant challenges of social entrepreneurship is to strike a balance between social and economic gain. Social entrepreneurs often face challenges due to fluctuations in the workforce resulting from natural calamities, unrest in that area, and family and social obligations. (Saqib, 2022). This turmoil atmosphere is often observed in the social entrepreneurial landscape. It causes a serious hindrance to the growth of social entrepreneurship. Social entrepreneurs need to be more mindful of this fluctuating workforce while initiating strategies for the future. To pursue the above, social entrepreneurs need to engage in activities

such as idea generation, awareness creation, maintaining relationships with all the stakeholders, fundraising activities, networking, marketing, development of products and services, and managing staff, which adds a significant workload. Social entrepreneurs strive towards innovative solutions to social and environmental constraints. It has been argued that support from the government, mentors, advisors, etc., can mitigate the workload and management of marginalized people at the same time.

Key summary: The array of social entrepreneurship is focused on marginalized and deprived people. The complexity stemmed from consistently inspiring them to believe in their potential and managing their aspiration in the long run.

6.3.4 Challenges of Negative Perception and Belief System

Initially, women entrepreneurs suffer mostly from social, cultural, and economic concerns. Negative perceptions and ingrained belief systems of society pose great hindrances in taking initiatives to encourage women's social entrepreneurship. Our society is not ready yet to consider women to help other people meaningfully in the society. Here all the participants encountered negative perceptions from relatives, neighbors, partners, competitors, stakeholders, and even the people who were ultimately beneficiaries. Doubt on women's capabilities can be considered a key challenge in women's social entrepreneurship development.

Table 6.13 Expressions of Challenges of Negative Perception and Belief System

SE-B	<i>someone was telling me you are an architect so try to design some high-rise building or something why this...means it was his perception that here I am not practicing any design which is you know labeled as highly valued something. (Row 11).</i>
SE-C	<i>My neighbors were very curious and sometimes they showed unnecessary concern for us which was negative. (Row 6)</i> <i>She also added It is really difficult to make believe the women who worked for me that they are also capable of contributing.(Row 13).</i>

	<i>I will mention societal views as the great hindrances in the path of women (Row 17)</i>
SE-D	<i>People still not take women seriously Once you are married your carrier is like finished...and if you have children then may belead you to leave your work... (Row 5)</i>
SE-E	<i>If I look back on the barrier, I would definitely say negative social view on women is in top. (Row 9) one more thing I want to add in this society trust issues is another barrier. In my case initially women with whom I want to open this enterprise even they were not ready to believe on to a woman. (Row 10)</i>
SE-F	<i>It wasn't very positive. Off course there was challenges and initially they were taking the school as student will go to dance and play and sing in the class.(Row 10)</i>
SE-G	<i>My mother, and relatives took this matter very negatively. They thought that husband wife both engaged with business what will happened to them.(Row 18) They tease us that "husband wife both will sale baby katha by carrying katha from door to door (..even now also I get such criticism). (Row 19)</i>
SE- H	<i>Pakistan launching was not a good idea....the specialty of Maya is what you are not able to share to anybody you can share with Mayaso they were not agree to disclose such type of personal content. (Row 37).</i>
SE-I	<i>people still in Dhaka asked me Runa at present what you are doing... (Row 21) It is somewhere beyond imagination that an woman can do....not only nationally even internationally, ... (Row 25) If you come from a simple background there are different disadvantages if you are from rich or known background you have different don't think you have no disadvantages...(Row 26)</i>

Insights from Literature: Prior research illustrates that, most women entrepreneurs or social entrepreneurs face initial challenges while managing financial resources or not being connected socially (Kumar, 2013). From inception to growth, socio-economic obstacles stand as an impediment to entrepreneurial development (Hossain et al., 2009). Jabeen and Faisal (2018) argued that entrepreneurs needed much support and encouragement in the initial stages of entrepreneurship development. Primeval sociocultural traditions and stereotypical thinking toward women are supposed to be the actual challenges of women social entrepreneurs (Javadian & Singh, 2012). It has prevailed in our society that women cannot think independently. Instead, their society and cultural environment influence their actions (Chatterjee, 2022). However, the research suggests that once women had children, they were eager to be involved in entrepreneurial activity (Rashid & Ratten, 2020). Negative social impressions discourage women entrepreneurs who want to pursue their dreams, limit their confidence, and hinder women entrepreneurs from acting as role models.

Key summary: Aspiring to be a woman social entrepreneur presents an array of challenges, particularly in persuading deeply ingrained prejudices within traditional societal beliefs.

6.3.5 Challenges in Attaining Preparation, Education, and Confidence

Men and women are indifferent in inheriting capabilities, though it is challenging when the situation arises due to underexposure. Participants engaged in this study shared their experiences regarding how a lack of confidence can limit navigation skills. Finally, insufficient education and a lack of professional skills hinder the scaling up of opportunities for social entrepreneurship.

Table 6.14: Expressions of Challenges in Attaining Preparation, Education, and Confidence

SE-B	<i>Self-preparation is a very tough challenge. (Row 6). All the experiences, skills or idea about social enterprises or a concept regarding social enterprises...are very rare examples. (Row 7).</i>
SE-C	<i>But they do not believe that handicapped persons can be able to repay the loan (Row 10)... Without sound knowledge, I know no body will listen to me... (Row 19)</i>

SE-D	<p><i>Women find challenges in every sphere of their life...in pursuing higher degree, job in every case...even you are sometimes not allowed to take such preparation...(Row 14)</i></p> <p><i>You know I witnessed many women have that spark but due to lack of practice or preparation they lag behind.. (Row 13)</i></p>
SE-F	<p><i>I think challenges would be balancing with the role of the entrepreneur and educator. Because entrepreneurship is essentially doing something in way that is sustainable.ahhh and education is...in one ..ahhh i think it's a right of citizenship ..on the other hand entrepreneurship is which is sustainable ahhhhhow how do I supposed to..so that key challenges were how I can make entrepreneurship sustainable ahhh ensuring people get their right in a esteemed quality (Row 5)</i></p> <p><i>I think it takes time to see value in education ..it takes time to see value in training and this can be challenging..(Row 7)</i></p>
SE-G	<p><i>I didn't have academic course that time... umminadequate training regarding hand stitch, handicraft in whole Bangladesh. There are no academy where you learn everything which you want in a single platform. I don't know about any other thing...I m talking about only handsticth....as I know that. (Row 22).</i></p> <p><i>I felt training facility is not very friendly. (Row 24)</i></p>

In the above discussion, participant remembered their struggling period about attaining education and preparation while building their confidence. SE-B believed that self-preparation was the dominant one among the many challenges she faced. SE-C also agreed that gaining people's trust is more challenging without in-depth clarification of a fact. Despite misconceptions about women that they are only eligible to do specific tasks, SE-F and SE-G pointed out some observations that lack of training, quality education, and government initiative hinder the process of sustainable social entrepreneurship. However, SE-E believes that there is no alternative to receiving preparation, education, and confidence from one's environment.

Insights from Literature: A Plethora of research work supports the notion on the fact that women are kept behind in initiating and continuing social enterprise. Education and self-confidence are indeed crucial elements for the survival of entrepreneurship, while social entrepreneurship mainly operates on a tight budget. Historically, women face discrimination in accessing education, which hinders their planning skills, business acumen, financing, and budgeting competencies (Gerlach, 2021).

Key summary: Social entrepreneurial challenges of women originate from limited educational opportunities, preparation, and a lack of confidence. Self-confidence and proper preparation can certainly address these challenges.

6.3.6 Economic Challenges and Resource Constraints

The participants share their negative feelings regarding economic insolvency and resource constraints.

Table 6.15: Expressions of Economic Challenges and Resource Constraints

SE-A	Nobody will take that hardship what we as an employee of NGO and social enterprise took. (<i>row 11</i>).
SE-B	<i>In case of financial obstacle...actually I had spent a such a day when I was thinking how to survive.. (Row 12).</i> <i>By tolerating all of this social perception, financial limitation ask yourself whether you will be able to sustain or not... ?(Row 12).</i>
SE-C	<i>At first we go to bank...though there is a circular of issuing loan for handicapped person....but they do not believe that handicapped person can be able to repay the loan.(Row 10)</i> <i>We didn't get any financial support from renowned institution except 1 or 2 institution....(Row 18).</i>
SE-E	Bank and other financial institution are not ready to operate exactly as they mean through their declaration. Actually all this lacking, protocols start through the underestimation process on women. (Row 10).
SE-F	<i>So that's what I was saying... the challenges related with financial was there in the the paid model. (Row 7)</i> <i>So yes there are challenges in terms of finances...</i>

SE-G	<p>There are no academy where you learn everything which you want in a single platform. (Row 22).</p> <p>Some course are running from government... but was not possible for me. (Row 26).</p>
SE-H	<p><i>At the early stage the key problem was funding. (Row 15)</i></p> <p><i>here I am working on the most needed project of healthcare...moreover on women , then again gender equality purpose ...all of that I'm not even getting 500 thousand dollar. (Row 16)</i></p> <p><i>there were several time when supposed to get the funding but they denied and provide another one.(Row 27)</i></p> <p><i>I gave up 25% of the company for only 455 thousand US dollar.</i></p> <p><i>So that was the beginning of MAYA...</i></p> <p><i>The challenge were that ...the funding (Row 22).</i></p>
SE-I	<p><i>not all the money you have got not the ideas you have got always what people needed it. And ultra-poor needs everything...it had to ... I have to give them.. (Row 13)</i></p> <p><i>I can't get anybody really to come and ensure that the painting has done...I didn't have enough money you know to get people around. (Row 20).</i></p>

In the above-depth discussion, almost all the participant engaged in this study shared their experiences regarding financial and other resource constraints. SE-A and SE-B mention their hardship while providing solutions to a problem, not even knowing their financial benefit or gaining comparatively less than the other sectors. SE-C and SE-E illustrate examples regarding the lack of financial support from traditional financial institutions. Since the inception of the social entrepreneurship model, SE-G and SE-H have experienced hurdles regarding funding, both for preparing and spreading their activities. Similarly, SE-F also had difficulties making her social enterprise into a paid model enterprise. SE-I depicted the actual picture that social concern organizations need full financial support to build a holistic approach to serving underprivileged people.

Insights from Literature: Economic challenges are highly associated with social entrepreneurship, as stress and financial insecurity are associated with it (ESCAP & British Council, 2017). Social entrepreneurship stands on the motto of “No profit, No dividend only social impact” (Yunus et al., 2010). However, nowadays, these platforms seek financial

stability and the degree to which the enterprise is characterized by a social mission (Pangriya, 2019). Thus, social entrepreneurs will emphasize collective participation to utilize resources effectively and make a positive impact on society. However, unlike commercial entrepreneurs, social entrepreneurs also encounter obstacles related to resource utilization, mobilization, legitimacy, and lack of financial support. According to BWCCI (2008), nearly 80% of women face challenges when accessing financing from any formal institution. To manage financial consistency and external resources, some social entrepreneurs build strong relationships with investors by ensuring credibility. On the contrary, it is challenging to financially satisfy the people who engage with social enterprise. Due to the poor implementation policies, lack of institutional support, and complicated formalities and procedures, female entrepreneurs, including social entrepreneurs, are mostly excluded from accessing financial facilities and grants from the financial markets (Shoma, 2018).

Key summary: Women social entrepreneurs, alongside their team members, addressed resource restraints and financial insecurity as critical challenges hindering more women from being involved in the social entrepreneurship platform.

6.3.7 Challenges of Networking and Mentorship

One of the most crucial challenges women social entrepreneurs observe is the lack of proper connections and guidance from the concerned parties.

Table 6.16: Expressions of Challenges of Networking and Mentorship

SE-B	<i>Actually communication, partnership and financial backup is necessary as it is time-consuming to become financially sustainable. (Row 13).</i>
SE-C	<i>Whoever heard about my entrepreneurship was very much sure I was making mistakes.(Row 5) In my locality, I know many foundations that lend loans to many people but they never thought about us.(Row 17)</i>
SE-F	<i>Government always you know have bureaucratic layers,....its time time-consuming and it can be challenging ..That’s what the real challenges are to ensure planned work needs to be done. (Row 9)</i>
SE-I	<i>if I found anybody who I thought played smart with me because I am a woman I did not deal with that person anymore...full stop. I could afford that... (Row 25)</i>

<i>I had to take all the challenges in every step...then...verbal challenges... in reality, how can we convince people that maybe we are not able to talk as the nature of our work is different?</i>

It has been evidenced that social purpose organizations, NGOs, social enterprises, and social business organizations are mainly sustained if they have strong networking abilities with donors. Here, almost all the participants marked networking as one of the significant challenges for them. SE-C remembered her experience when people around her doubted her capability and lenders disappointed her. SE-I also shared her bitter experience of being exploited because she is a woman. In her description, she mentioned her verbal challenges while building her network. Se—F recalled her challenges of networking with the government due to excessive bureaucratic layers. SE-B emphasizes partnership, networking ability, and mentorship to become sustainable in the social entrepreneurship area, considering it a significant challenge.

Insights from Literature

A strong social entrepreneurial network can help to reach the global level. In the study of Folmer et al. (2018), it is mentioned that the fruitful application of networks is significant for initiating and proceeding with both traditional and social entrepreneurial activities. However, platforms like social enterprises find it more challenging when investors are sometimes hesitant compared to conventional platforms (Brown & Rocha, 2020). McDowell (2011) pointed out that women are mostly seen to be socially located in a specific place, which prevents them from broadening their network of contacts. Conversely, Spiegler & Halberstadt (2018) also gave an opinion in their study that women entrepreneurs' networks are restricted within their geographic area or close connections. Thus, the challenge is much more complex when WSE's credibility is questionable in the preexisting male-dominated society. Most of the time, social networks are structured in a way that women social entrepreneurs cannot enter. Moreover, a survey by the Global Social Entrepreneurship Network (GSEN) (2020) revealed that about 62% of female social entrepreneurs' face challenges in expanding their enterprises due to mentorship and proper networks. On the contrary, women social entrepreneurs nowadays focus on creating new networks rather than limiting their networks.

Key summary: Social entrepreneurship is expected to be sustainable by properly networking with partners, stakeholders, and mentors. However, male domination prevails in such a way that women social entrepreneurs find it challenging to ensure their presence.

6.3.8 Summary of the Aggregate Essence: Challenges

Enormous challenges surround entrepreneurship. Social entrepreneurship is distinct from conventional entrepreneurship as it addresses societal challenges while pursuing financial sustainability.

Most social entrepreneurship platforms are designed to address the problems at the grassroots level, focusing on minority communities or disadvantaged groups of society. Challenges started for women when they challenged society's traditional beliefs and cultural norms and instigated other women to be involved.

Discrimination against women is deeply rooted in the societal culture, which significantly contributes to the challenges of women's empowerment. Women frequently face disparities regarding access to education, health issues, equal pay, or creating leadership. Social entrepreneurship is distinct from traditional entrepreneurship. Social entrepreneurship deals with triple-bottom-line objectives that combine social, economic, and environmental issues, which certainly require entrepreneurs who hold strong personalities. The participants of this study openly expressed their challenges from the inception of their respective platforms to the present time. The participants mostly agreed with the stubborn difficulties of the gender disparity concept in society and even persistently tackled it.

As social entrepreneurship deals with the most vulnerable sector of society, it is evident that it should operate in remote regions. Social entrepreneurs face challenges while scaling their businesses, collaborating with stakeholders, and maintaining a consistent workforce in the remote region. Due to many companies' laxities, the prominent tenancy of a capable and consistent workforce in such an area seems complicated. Thus, it is difficult for social entrepreneurs to balance financial gain with social impact.

Intriguing social impact is impossible unless we improve the old prejudices of the people surrounding us. The negative perception of the society inhibits the growth of the women entrepreneurs and employees. Addressing the above challenges requires social entrepreneurs' perseverance, determination, innovative thinking, adaptability, and networking ability. However, very often, women can pursue such diverse qualities due to preexistent hurdles in the entrepreneurial landscape.

Women social entrepreneurs also face challenges while establishing networks with stakeholders and partners. Thus, economic challenges are arising from this type of novel platform.

All the social entrepreneurs engaged in this study expressed their unanimous perception regarding the gender discrimination they have observed since childhood. They are also a victim of the negative perception of the society. One participant expressed gratitude towards her family as they encouraged her to dream for society. However, the participants were much more expressive regarding their challenges due to resource constraints and other financial issues crucial for their platforms' advancement. Social entrepreneurship proposes endeavors that include human resources from excluded groups, such as marginalized or minor groups, so it demands an inspiring personality. Consequently, this endeavor demands an effort on education and skills, establishing a proper network, connection with mentors and partners, and other necessary preparation from women social entrepreneurs. However, all the above- mentioned capabilities drive them into a new era fraught with complex challenges.

6.4 Aggregate Essence: Opportunities

Social entrepreneurs are always alert to opportunities to grasp their vision. However, opportunities are the summative result of knowledge, resources, capabilities, and recognition. A sustainable social entrepreneur must be able to recognize and exploit opportunities.

Table 6.17: Aggregate Essence: “Opportunities”

Essences (Second Order Constructs)	Aggregate Essence: Opportunity	Case Reference
Opportunity to promote employment, empowerment, and entrepreneurial ability.	Opportunity Issues	[Case Se- A, C, E, G I]
Opportunity for financial stability.		[Case A, C, D, E, F, G, I]
Opportunity to transformation		[Case A, B, C, D, E, G]

6.4.1 Opportunity to Promote Employment, Empowerment Entrepreneurial Ability

Despite the challenges mentioned in the above discussion, participants engaged in the study illustrated the examples of opportunities they are providing to society and declared that their social engagement mainly focuses on women and children. SE-B shared her experience of providing women with the opportunity to generate income, build leadership ability, and empower them with decision-making ability. SE-G revealed how women engaged in her social enterprises generate income. SE-C, SE-D, and SE-E also found opportunities to settle the marginalized people subtly, to help women alleviate poverty, and also engage them in the realm of technological advancement. These efforts illustrate positive opportunity identification through social entrepreneurship for creating a more equitable society.

Table 6.18: Expressions of opportunity to Promote Employment, Empowerment, Entrepreneurial ability

SE-A	<p><i>“Work is very limited even nil in the CHAR area so this work is a great source for them”. (row 7).</i></p> <p><i>We the people of NGOs who worked for women are empowering them ...to whom we are working I think they are individually establishing themselves as social entrepreneur. (row 12)</i></p> <p><i>Some women are the only earning person in the family. They are capable of stopping or at least reducing child marriage, reducing domestic violence or they are capable for creating individual identity. They now can think for themselves. (row 12)</i></p> <p><i>You rarely see any women taati but we teach women the work of weaving. (row 7)</i></p> <p><i>Women as social entrepreneurs are more capable than men as they have humanitarian qualities...flexible and empathetic in all senses. (row 13)</i></p>
SE-C	<p><i>...Truly speaking it allows me to serve society and make women financially stable.(Row 19)</i></p> <p><i>I make them understand that this boutique shop will give them the power to think and live independently.(Row 14)</i></p>

SE-D	<i>I wanted to bring more Bangladeshi women into technology. (Row 19)</i>
SE-E	<p><i>My motto is to develop marginalized people.....Creating employment opportunities for the deprived women in this enterprise. My vision is to empower women through creating employment. (Row 7)</i></p> <p><i>Here also this (name hidden)organization helps me a lot by providing necessary information and consultation. (Row 5)</i></p> <p><i>I always wanted to encourage women to utilize their skills. (Row 7)</i></p>
SE=G	<p><i>Among this 50 people assume that 10-15 women work with us...and the other women can also independently work. (Row 27)</i></p> <p><i>Byeah organization helps me to reach out to Biniyog org...I need funds at that time.</i></p> <p><i>BYEAH helped me a lot to gain knowledge regarding export info. (Row 31)</i></p> <p><i>who never expected to be self-dependent, maybe they were bound for early marriages even though they are now generating income. They are supporting their family. (Row 35)</i></p>
SE-I	<i>Our work is 85% with women and children. (Row 44)</i>

Insights from Literature: Bangladesh has many identities, including different races, ethnicities, and cultural differences, and it belongs to marginalized communities (Habib, 2023). Marginalized people represent a society deprived of access to education and opportunities (Sadabadi& Rahimi, 2021). Social enterprise is considered a platform for integrating marginalized people into the workforce. Women constitute the most wide-ranging marginalized group globally, and they often encounter crucial challenges (Hechaverria& Ingram, 2019). Social entrepreneurs often provide inclusion opportunities to everyone regardless of their background and social status (Rosca et al., 2020). However, it has also been argued that entrepreneurs constantly think positively about forthcoming opportunities despite challenges (Clark-Gill, 2016). Dees (2001) explained that social entrepreneurs are opportunity seekers rather than focusing on problems. Social entrepreneurs need to ascertain themselves as a change agent who are devoted to achieving social missions with a determination to exercise

social values in mind. Social values. Successful entrepreneurs are those who find opportunities ahead despite having obstacles (Sims and Chinta, 2020). The social entrepreneur always tries to inaugurate different programs for underprivileged people and tries to create culturally and socially sensitive programs for them so that they realize they are an essential part of society. It has also been evidenced that challenges can often be the foundation for seeking opportunities. Marginalized people who often face deprivation and dilemmas can potentially influence the situation by applying previous experiences (Nakamura & Horimoto, 2020).

In this present era of social enterprise, charity towards marginalized people is not only a panacea for poverty reduction. Instead, social enterprises offer empowerment through skill development training, encouraging participation in education, decision-making, and meaningful work (Gupta et al., 2019).

Social entrepreneurship provides employment opportunities through skill development training and local hiring. Dees (2001,2006) mentioned that social entrepreneurship is engaged in problem-solving activities that governments and philanthropic organizations mostly ignore. Besides this, social entrepreneurship also provides small business loans to the individual so that they can run a business of their own. Social entrepreneurship has the potential to create employment opportunities so that economic stability can be ensured from both individual and community perspectives. Women are mostly seen to be involved in social entrepreneurship as their expertise matches that of the industry. Grameen Bank, which is the pioneering enterprise of social entrepreneurship, revealed that they serve 95 % of women borrowers and deliberately engage with women-centric issues (Kayani, Ammari, and Sadiq,2021).

In Bangladesh, women's empowerment is one of the indispensable requirements to alleviate poverty and uphold human rights, as they comprise 50% of the total population (Hasan et al., 2015). Despite these many obstacles, it is strongly believed that if Bangladeshi women are given the opportunity, they can flourish and contribute to society to develop a community (Hossain & Wadood, 2018; Huagh et al, 2018).

Bangladesh is considered a pioneering country of social entrepreneurship through Grameen Bank, where most of the borrowers are women, and projects are also women-centric (Kayani, Al Ammari, and Sadiq,2021). Scholars also assumed that women-led societies always prioritize the issues that align with women's empowerment, mobilization of marginalized people, etc.

Empowerment may be categorized into accessing resources, attaining economic solvency (Datta & Gailey, 2012), improving capabilities such as education, skills, confidence, etc., and establishing one's identity (Mair & Marti, 2006). Social entrepreneurs always try to open up scopes for women's empowerment. Kabeer (2001) simplified women's empowerment as a means of self-esteem and expressing confidence. Women can be empowered if they can make decisions for themselves and their families. Women are lagging in every sector due to stereotype mentality and primitive social tradition, whilst social entrepreneurship allows them to take reflexive action by involving women as their central workforce. According to Cardella (2021), women are an important catalyst for fostering gender equality and advancing social entrepreneurial intention. The ESCAP & British Council (2017) has revealed that women's empowerment is associated with self-help and mutual help, which are the principles of social entrepreneurship. Women's empowerment is not only considered to be a process of economic independence but is also associated with social and political impartiality. Social entrepreneurship is always considered to address the social problems that inexplicably affect women's access to education, human rights, income generation, and nutrition (Agarwal et al., 2021). Social entrepreneurs designed their enterprises in such a way that ensures women's empowerment by facilitating them with skill development training, education, human rights, a voice against discrimination and violence, etc. It is high time that women-led social entrepreneurship needs to redefine its structure while considering business acumen by including as many women as possible.

Key summary: Social entrepreneurship paves a path towards an innovative and sustainable solution for including marginalized people in society so that they can uplift their living standards as well as feel empowered.

6.4.2 Opportunity for Financial Stability

A social entrepreneur tries to provide financial benefits to the people of the community they serve. The participants have proclaimed in this study that social entrepreneurship is an opening to ensuring financial stability through education, employment opportunities, skill development training, entrepreneurship, financial literacy, revenue generation, and community development (Jiatong et al., 2021).

Table 6.19: Expressions of Opportunity for Financial Stability

SE-A	<i>The minimum wage is not less than 4000... Sometimes it exceeded 14 to 15 thousand. Even for a tiny little task also they are paid 3 to 4 thousand. (Row 7).</i>
SE-C	<i>This boutique shop will give them the power to think and live independently. (Row 14).</i>
SE-D	<i>Many of our female engineers are working across the country. (Row 11)</i>
SE-E	<i>I believe my enterprise will surely provide benefit to them both economically and mentally.(Row 12).</i>
SE-F	<i>we have a revenue scheme at the same time we have fundraising approaches and we also balance our plan according to it. (Row 7)</i> <i>Ahh the way the schools are finding our service I see this scaling will be soon crossings Bangladesh. (Row 11)</i>
SE-G	<i>The women who never thought of this... now generate income. (Row 34, 35)</i>
SE-I	<i>when we started cultivation of major...they were so lucky in the previous time they used to get 14 mon or 16 mon even 18 mon was enough but now they are getting more than 45 to 50 mon.no land is been vacated...due to our cultivation. (Row 40)</i>

All the social entrepreneurs in this study highlighted the positive implications they are making towards society through creating opportunities for financial stability. SE-G strongly agreed that offering income-generation opportunities often fosters women's empowerment capacity. SE-E believed that her attempt to provide opportunities for economic engagement would enhance financial stability. SE-D illustrated examples of women becoming financially empowered by engaging in technological advancement. SE-A and SE-I put examples of financially empowered women from marginalized stages. The study concludes with the assumption that women benefit financially by engaging in social entrepreneurship platforms.

Insights from Literature: Social entrepreneurship relies on reinvesting profit to create avenues for financial well-being for the people (Urban, 2020). The economic empowerment of women indicates that a country is going ahead toward sustainability (International Finance

Corporation [IFC], 2011). Economic empowerment arises from income generation, leading to decision-making ability, increased confidence, and social empowerment. Social entrepreneurship aims to ensure financial stability through education, employment opportunities, skill development training, financial literacy, revenue generation, and community development (Jiatong et al., 2021).

Key summary: Social entrepreneurship provides financial stability primarily for the unprivileged segment of the community. Additionally, social entrepreneurship or enterprises provide avenues for employment opportunities that will undoubtedly address the needs of people from remote regions by focusing on the inclusion of both men and women.

6.4.3 Opportunity to Transformation

social entrepreneurs must possess both competence and psychological ability to establish themselves as social entrepreneurs. Social entrepreneurs often find challenges and opportunities when it comes to fastening their ability to transform human resources into organizational resources.

The participants of the study felt that they were putting their hundred percent effort into enhancing individuals' abilities by providing proper training, education, facilities, etc.

Table 6.20: Expressions of Opportunity to Transformation

SE-A	<p><i>We used to provide skill development training through our organization. (row 7).</i></p> <p><i>“In Bangladesh, you rarely see any women taati but we teach women the work of weaving”.</i></p> <p><i>They create awareness in the locality. Now they raise their voice against violence. This way they can create self-respect and self-identity. (Row 13).</i></p>
SE-B	<p><i>Although many new things I am learning continuously...(Row 13).</i></p>
SE-C	<p><i>Entrepreneurship which is more focused on disabled people will help society. (Row 4).</i></p>
SE-D	<p><i>Many of our female engineers are working across the country. (Row 11)</i></p>

SE-G	<p><i>They are supporting their family. (Row 34)</i></p> <p><i>The wife is taking all the responsibility alone.(Row 36)</i></p>
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All nine participants of the study strongly believed that the social entrepreneurship endeavor fosters positive transformation among the employees, beneficiaries, and stakeholders associated with them. SE-A has given examples of the transformative abilities of marginalized and minor groups of people. SE-C shared her joy while engaging disabled people in making handicraft products. SE-D introduced a new thought of women's empowerment by engaging them in tech-based activities. SE-E and SE-G were overwhelmed to share how the women are empowering themselves in leading, decision-making, and income-generating activities.in pertinence, SE-B shared her feelings of continuous self-transformation through improved learning ability.

Insights from Literature

Yitshaki and Kropp (2016) rightly mentioned that social entrepreneurs shape their opportunities by bridging past experiences with present actions. According to the theory of social entrepreneurial intention (Mair & Noboa, 2006), social entrepreneurs must possess both competence and psychological ability. Empowering one's transformation capability is associated with developing skills, resources, and knowledge necessary to improve the existing environment and the way of living (Ramdani et al., 2022). However, besides having the opportunity to restructure their capability, social entrepreneurs face challenges in balancing both economic and social gain, responding to each stakeholder's interests, and dilemmas in creating their own identity (Abebe et al., 2020). Furthermore, numerous studies highlight significant social entrepreneurship models that often prioritize the issues central to women's empowerment (Agarwal et al., 2020). It is also true that social entrepreneurship is the platform where women can fully match their expertise.

Key summary: Social entrepreneurship catalyzes the transformational opportunity for individuals from underprivileged communities so that they can empower themselves and contribute to sustainable progress.

6.4.4 Summary of the Aggregate Essence: Opportunity

The array of social entrepreneurship is mainly centered on women-centric issues. Thus, it is evident that social entrepreneurship creates avenues for women's employment, engagement, and empowerment through leadership. Besides numerous challenges, women social entrepreneurs also expand access to opportunities.

Social entrepreneurship crafts a path to involve marginalized people in the workforce so that they can engage in a decision-making process that is closely related to them. The participatory act of stakeholders and the marginalized workforce undoubtedly provide a sense of ownership and empowerment among them.

Social entrepreneurial acts also empower women. Most social enterprise platforms work on the burning issues of society related to women. Women are not only determined to be a privileged part of social entrepreneurship but also to act as instrumental in fostering its impact. Thus, women are regarded as a pivotal part of social entrepreneurship.

Social entrepreneurship prioritizes community development by aligning financial solvency. Social entrepreneurship prioritizes issues related to fair treatment, equal opportunities, and a comfortable working environment. By engaging in such an initiative, women can empower themselves and contribute to the decision-making process of economic development.

Women engaged in social entrepreneurship can enhance their empowerment issues, leadership ability, and decision-making skills. Women from distant places can dream of their identity by acquiring new skills and identifying their expertise. Social enterprises always operate to solve women-centric issues. Women can quickly transform their abilities by being involved as volunteers, employees, or entrepreneurs on such platforms.

Women entrepreneurs can balance their multiple roles by navigating social challenges and biases. All the involved participants consistently agreed on the significant issue that, since its inception, social entrepreneurship has been formed to serve the most vulnerable sector of society. So, all the participants of this study have consented to their views on this inclusion strategy, where marginalized people, minor people, and women from remote regions can exercise their full potential. Additionally, women social entrepreneurs can transform the capability of ordinary people, which might be unimaginable in the conventional entrepreneurship platform. Social entrepreneurs engaged in this study worked with the disabled, deprived, and marginalized people of the society who, in turn, fostered their economic solvency and contributed towards community development.

One participant here said she is empowering Bangladeshi girls with digital skills. All the participants in this study shared their experiences regarding putting their footprints and helping provide a landscape for the advancement, empowerment, and development of women and marginalized communities.

6.5 Aggregate Essences: Strategies for Becoming Sustainable Social Entrepreneurs

Sustainability through social entrepreneurship is possible by adequately addressing financial and social gain. Though social entrepreneurship is based on social value creation, participants in this study emphasized economic stability while mentioning sustainability.

Table 6.21 Aggregate Essence: “Strategies”

Essences (From Second order Construct)	Aggregate Essences	Reference of Cases
Building entrepreneurial capability, professional competence, and adaptability:	Strategies	[SE-A to case I]
Cultivating social values		[SE-A, B, D, E, G, H, I]
Proposing motivational rewards and benefit		[SE- A, B, D, E, G,H, I]
Providing means of empowerment		[SE- A, B, D, E, G, I]
Promoting social entrepreneurial network, innovation, and market Access		[SE-A to Case I]
Focusing on Sustainable Business Models		[SE A, B, D, E, F, G, H, I]

6.5.1 Building Entrepreneurial Capability, Professional Competence, and Adaptability

Social entrepreneurs necessitate a broad spectrum of backgrounds, including experiences, and a strong social and entrepreneurial network base, enabling them to recognize future opportunities.

Table 6.22: Expressions of Building Entrepreneurial Capability, Professional Competence, and Adaptability

SE- A	<i>We try to facilitate training to at least 100-150 people on different skill development training programs like hand painting, stitching, dying blocks, etc.(row 9).</i>
SE-B	<i>Developing oneself and being devoted to something is very important. So taking some short strategies like if this not working we will jump to another one...(Row 14)</i>
SE-C	<i>Without sound knowledge, I know nobody will listen to me. (Row 19). I am always keen to take training and attend workshops for further development (Row 20)</i>
SE-D	<i>Every year we trained women from different place on computing , technology... (Row 20)</i>
SE-E	<i>I always wanted to encourage women to utilize their skills. I think dedication is utmost important to achieve anything in life. (Row 7)</i>
SE-F	<i>this I'm an entrepreneur by chance the code principle of my practice is to understand the problem very well.. Become coming into any conclusion and before jumping with some shiny practices.so as an entrepreneur that's what I prioritize. To ask question, to understand the problem. Even I have a certain solution I take it to the users to see how well it would fit or how well it give. With the open mind open this iteration.no innovation happen overnight.so exactly my aspiration in my life. Iterate based on the needs of the people I'm trying to share. Iterate,,, recycle thought..(Row 13)</i>
SE-G	<i>Actually, skill development is mandatory...personal skill development is mandatory (Row 33).</i>

SE-H	<p><i>I truly believe that, whether you are boy or girl it doesn't matter especially if you are determined, tenacious and if your product is good. If your revenue, retention, especially growth number is good.. (Row 27).</i></p> <p><i>the first thing I like to add there is no alternative from like hard work as our mother said. (Row 41)</i></p> <p><i>you have to come prepared with every tiny primitive in every meeting.. (Row 42)</i></p>
SE-I	<p><i>If you can show the good quality output if you can show real impact you don't need to be on social media all the time to make you organization grow... (Row 27)</i></p> <p><i>I have been carrying the logo of Emirates Airlines Foundation for 15 years unileaver brand 20 22 years I have been carrying logos of companies in my hand. (Row 28).</i></p>

All nine participants consent that by enhancing adaptive capability with the situation, professional competence and entrepreneurial capacity, women can prove themselves sustainable entrepreneurs. Each participant shared their experience from their point of view. For example, SE-A proudly announced that its enterprise provides marginalized people with skill development training to build up their ability to sustain themselves in the future. At the same time, SE-B emphasized devotion toward acquiring any knowledge and skill. SE-C, SE-D, and SE-E are considered sound knowledge, technology, and dedication to the epitome of success. SE-G made skill development mandatory among various tactics. SE-F and SE-H approached differently. They put emphasis on problem identification and emphasis on proposing solutions by adopting determination and tenacious techniques. SE-I stressed competency building by providing good-quality products.

In concluding remarks, it can be summarized that to become a sustainable social entrepreneur, the study's participants emphasized the importance of dedication, problem-solving skills, proficiency in product-related knowledge, quality, and technological aspects.

Insights from Literature

Many studies, including those by Ramadani et al. (2022) have investigated the sustainable competencies of SEs required for social entrepreneurship. However, very little attention has been given to the strategies needed for sustainable growth in social entrepreneurship (Ramadani et al., 2022). The term sustainability is related to both entrepreneurs and entrepreneurship. Ensuring sustainability is indubitably challenging for ventures associated with social entrepreneurship as the targeted group is unaware of it (Saqib, 2022). Most commonly, any venture, combined with continuous business operation and profitable growth, is sustainable. In the case of social entrepreneurship, it is deemed that sustainable social enterprise will address strategic vitality by combining economic feasibility and social welfare to concentrate mainly on a weaker portion of a country (Hasan, 2022). In connection with this, it can be ascertained that a social entrepreneur is optimistic and always keen to undertake all the hurdles required to generate positive transformation in society (Ramadani et al., 2022).

They blend both the qualities of a commercial entrepreneur and a social entrepreneur. The debate about effective leadership in social enterprises persists, especially regarding whether men or women social entrepreneurs are more effective (Rosca et al., 2020). Social entrepreneurship is often aligned with empathy, emotion, and compassion, which are more articulated regarding the feminine character (Clark Muntean & Ozkazanc-Pan, 2016). Social entrepreneurs build on psychological behaviors composed of knowledge, ideas, morality, and emotions, which ultimately induce a person to have positive cognition and actions toward society (Akhter & Asheq, 2020). While building sustainable social enterprises, SEs should possess humanitarian qualities. Social entrepreneurs emphasize the transformation of others in the level of skills, education, and perception rather than overemphasizing business models and operations. Leveraging moral boosts can enhance the urge for a robust and sustainable platform of social entrepreneurship (Saqib, 2022).

Social entrepreneurship helps to clarify the vision, communication ability, creativity, adaptability, resilience, collaboration ability, creativity, and passion by engaging root-level people in multiple tasks. Social entrepreneurship is an endeavor to create positive societal changes by nurturing leading abilities among people (Suriyankietkaew, 2023). Research shows that only 7.2 % of all business establishments in Bangladesh are women-owned and women-headed. On the contrary, around 20% of social enterprises are led by women (ESCAP & British Council, 2017). It is expected that women social entrepreneurs in Bangladesh will embrace the chance to reshape the social structure with the help of government initiatives and the

exercise of leadership ability.

Key summary: It is necessary to focus on professional competency, nurturing entrepreneurial capability, and adaptability to become a sustainable social entrepreneur. The growth of sustainable social entrepreneurs depends on comprehensive education, cultivation of innovative thinking, skill development training, navigation of challenges, and relationships with partnerships and mentors. The above-mentioned composites will ultimately reflect a robust foundation for impactful ventures.

6.5.2 Cultivating Social Values

The participants expressed their social values by denoting “commitments towards people”, “thinking about the people”, “positive intentions”, and “realizing the facts about the people”.

Table 6.23 Expressions of cultivating social values

SE-E	<i>I learn from the environment about how to survive..... how to make deprived women be focused for their identity. (Row 14).</i>
SE-G	<i>When I started my work ...yes my niyat was that I want to do something for people...(Row 34).</i>
SE-H	<i>And I realize that what I have achieved through my education, what my father inspired me to do if I don't do anything then what am I doing? I am just making the money and I'm in the world of finance and that's it...</i>
SE-I	And all my life what I focused on was compassion because I always felt very deeply about things. And especially for people...okay I love people for this I think I have been always driven to do something for the people. it has always been to do something for the people. (Row 8)

The social entrepreneurial initiative stems from social values. The above declaration proved that social values drive all social entrepreneurs worldwide. Here, the participant emphasized exercising social values to remain committed to solving society's problems. As SE-I mentioned, they are filled with compassion and committed to solving problems, as highlighted by SE-D, S-G, and SE-I. SE-H described these social values differently. She highlighted how she put

social values over monetary gains in her life. It can be concluded that a person driven by social values can assume to become a sustainable social entrepreneur in the future.

Insights from Literature

Prominent researchers have suggested that individuals who exert high commitment and social values are more capable of achieving social mission (Gerlach, 2021; Cardella et al., 2021). To become stable social entrepreneurs, it is crucial to possess strong social values by creating ventures that drive towards positive societal changes. Commitment and social values are inseparable from the social mission of social entrepreneurs (Dees, 1998; Hockerts, 2017).

Key summary: As social entrepreneurship is rooted in societal value creation, nurturing one's viewpoint and possessions towards society is important.

6.5.3 Proposing Motivational Rewards and Benefits

Social entrepreneurs encourage workers by providing food, shelter, educational facilities, and incentives. Nonetheless, social entrepreneurs urge the necessity of establishing an identity for the most unprivileged members of society, which can be eased by facilitating them with monetary incentives and social status.

Table 6.24: Expressions of Proposing Motivational Rewards and Benefits

SE-A	<i>Social enterprise /NGO's have to pay them money which is actually an incentive otherwise they will not come. (Row 10).</i>
SE-B	<i>We win the BRAC innovation challenge. Actually by winning we got the privilege. (Row 1).</i>
SE-D	<i>In our enterprise we provide free training, certificates,awards so that they get motivated..(Row 20)</i>
SE-E	<i>My enterprise will surely provide them with benefits both economically and mentally (Row 12).</i>
SE-G	<i>We provide them free training. or sometime we take 30-40 tk sometime I also contribute a fund and arrange a kind of picnic...they enjoyed. (Row 27)</i>
SE-H	<i>...I never wanted to go for not-for-profit...since the beginning I was focused on for-profit...not like that we will start anything which is purely social service and immediately after 5 years it will close... (Row 14)</i>

SE-I	2002 by 2023 I have like holistic model of mine as we kept making money we kept making it more and more stronger stronger and stronger... Whatever they needed we gave because we had professional service of everything health, education... (Row 15)
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In the above sections, the women social entrepreneurs discussed the rewards they provide to the beneficiaries and employees, and what they get from the donors and international funding organizations as motivation. Here, SE-B recalled her experience regarding winning the BRAC innovation challenge, which eventually inspired her to initiate a social entrepreneurial model. SE-A, D, E, and G stated how they provide free training, monetary rewards, incentives, and overall opportunities for monetary gain. SE-G and SE-I shared how they focused on building their social entrepreneurial model and shaped it into a revenue model by applying a holistic approach. All the social entrepreneurs felt the urge to build a social entrepreneurial model into a revenue model as it would motivate the stakeholders to engage more in it.

Insights from Literature: Social entrepreneurship intends to provide maximum rewards and benefits to the people (Ramadani et al., 2022). Since its inception on a larger scale, Dr Muhammed Yunus (2007) argued that sustainable social business will always be attempted towards the welfare of the underprivileged rather than concentrating on economic solvency. Abu Saifan (2012) argued that social enterprises achieved sustainability by combining mission strategies with income generation. Sustainability will always comply with protecting the environment, creating positive changes, and making business growth (Jiatong, 2021).

Key summary: Strengthening the individual's commitment to social entrepreneurship necessitates comprehensive financial packages, prospects of social advancement, support for innovative actions, and recognition through rewards.

6.5.4 Providing Means of Empowerment: Social entrepreneurship can be a powerful means of women's empowerment. Social entrepreneurship can provide different skill development training, access to education and employment, and healthcare. Social entrepreneurs felt the urge to empower women in such a way so that they could exercise their potential against all odds. Social entrepreneurs now need to focus more on creating employment, taking on innovative challenges and engaging more women in technological activities.

Table 6.25: Expressions of Providing Means of Empowerment:

SE-A	We try to facilitate training to at least 100-150 people on different skill development training program like hand paint , stitching, dying block etc. (Row 9)
SE-B.	<i>Many work opportunities are opening...(Row 15).</i>
SE-D	<i>I am determined to make my women empowered in every sense... (Row 22)</i>
SE-E	<i>Soon they became financially stable. They also share “We can exercise our decision-making ability in the family. (Row 12).</i>
SE-G	<i>other women can also independently work...but if they want they can sell their product to us...so that they don't want to go any other selling point. They can charge fair prices by selling their product at wholesale price. There is scope for learning regarding product sourcing. I try to train them on these issues. (Row 27)</i>
SE-I	<i>22 years from now holistic modality of the everything is only together that you can train them in the climate adaptation model all have done including some area of mitigation, some areas of energy transmission some areas are of protection, everything that comes into the climate adaptation model. (Row 15)</i>

Sustainability cannot be achieved overnight. The theme describes the empowerment possibility that women entrepreneurs created through the social entrepreneurship model. SE- B considers herself a sustainable social entrepreneur as she is creating various opportunities for people through her initiative. Similarly, SE A, E, G, and I have elaborated their programs towards developing women and other minorities through training, creating employment opportunities, and making them independent and financially sustainable.

Insights from Literature

Research has evidenced that social entrepreneurs are committed to empowering themselves by establishing their sustainable enterprises by expanding their network of contacts (Rahdari et al., 2016), diversifying distribution channels, revitalizing partnership models, managing stakeholder expectations, and relying on innovative strategies to ensure long-lasting impact on the community and national level.

Key summary: Emphasizing empowerment issues such as economic, social, and human rights can significantly reflect stable and sustainable social enterprise.

6.5.5 Promoting Social Entrepreneurial Network, Innovation, and Market Access

Entrepreneurs need partnerships and market access to gain acceptance in the national and international spheres. In the case of social entrepreneurship, this matters most as it is mostly donor-driven. The participants engaged in the study shared their experiences on how they build their network of contacts, create market access, and gain global exposure.

Table 6.26: Expressions of Promoting Social Entrepreneurial Network, Innovation, and Market Access

SE-A	<i>We have to create market access for them.... We have launched a retail store in Dhaka Banani and Luxemburg area only to create that market access. (Row 10).</i>
SE-B	<i>So this can be replicated anywhere. It can be replicated in bd or abroad,,,you are developing a system... (Row 15)</i>
SE-C	<i>After having a good response we think to participate in the trade fair....I got huge response from the people who have worked and also from the customers (Row 8).</i>
SE-D	<i>This enterprise can create their profiles and also spread all over the world..</i>
SE-E	<i>I think to create market access this type of fair or government initiative is very necessary.(Row 13)</i>
SE-F	<i>Grants from like pretty esteemed organization which also give us the credibility and mileage.(Row 8) We have an MOU with the ICT ministry and ministry of education. (Row 9).</i>
SE-G	<i>I will try to add more products with more variation. So that customers will not notice same product in twice visit. (Row 30)</i>

	<i>Networking is also important. Suppose you have a very good idea. But if you sit in house with this idea you cannot achieve anything. Even funding is also dependent on your skill and how can utilize it with proper networking.(Row 33)</i>
SE-H	<i>Suddenly I get a call...from BRAC. Come and meet me. The first question they asked was what you are doing in a day ...we are doing in a month...(Row 18)</i> <i>The last thing be careful if you are becoming an entrepreneur or social entrepreneur be careful with your circle not all of them are your friends.. (Row 50)</i>
SE-I	<i>we are an organization for 20 years only organization certainly in Bangladesh. Possibly only one in Bangladesh possibly only one in the world who has done a total holistic approach for 22 years. (Row 12)</i> <i>Internationally also we are the largest made by women in Bangladesh from Bangladesh.it is not that things cannot be done. You need to have a single vision...you have to understand what advantages and what are the disadvantages.(Row 25)</i>

The participants in the study highlighted the ability to network, gain market access, and innovate to sustain themselves in the field of social entrepreneurship. As social entrepreneurial works are more likely donor-driven, networking abilities are always emphasized. SE A shared that her strategies took her entrepreneurial model into foreign countries; similarly, SE-B emphasizes replicating her model worldwide. SE-C shared her experience about how she has broadened her network by participating in trade fairs. SE-D encourages women to engage in the tech industry by setting their global reach and spreading their profiles worldwide. G has emphasized product variation and reaching products in different places. In addition, SE-E, F, and H highlighted the importance of government initiative and funding, which significantly impacts global reach. SE-H also emphasizes the initiatives NGOs and other established social enterprises took to create places for new types of social enterprises. SE-I prioritizes the superior products and services the entrepreneurs intend to offer to the consumers, as positive brand values create market access and broaden the network of social entrepreneurs. Every participant emphasized creating market access to stand as a sustainable social entrepreneur for the

country. All the participants included in the study revealed that they prioritize community building and relationships with different supporters and donors, as this is crucial for the market access of their enterprise in both local and foreign.

Insights from Literature

Sustainable innovation aligns with introducing new products, services, or systems that align with environmentally friendly techniques, socially responsible action, or ideally both. Social innovation is a prerequisite for sustainable business models (Cardella,2021). It is high time for social enterprises to professionalize their members in such a way so that they can survive at the fittest and approach forward sustainably (Sui et al., 2022). Social entrepreneurs urge the scope to present their products and services professionally, as they most often compete nationally and internationally. Jeong et al. (2020) claimed that the growth and sustainability of social enterprise or any social entrepreneurship depend on the strong bonding of supporters, donors, and different foundations. Moreover, the networking building capability is crucial for achieving success ahead (Folmer et al., 2018).

Key summary: The respondents focus mostly on broadening the social entrepreneurial network through a relationship and community-building approach with all stakeholders. Social entrepreneurs nowadays rely more on social innovation in their processes, which ensures long-term impact on society and the environment. Thus, social innovation techniques make footprints in broadening market access and promoting a sustainable format for social entrepreneurship. The sustainability of women social entrepreneurs' centers on valuing existing networks for their contribution and commitment given so far and recognizing future networks of collaborators for further positive impact.

6.5.6 Focusing on Sustainable Business Models

Sustainability can only be ensured by utilizing resources that ensure ecological balance and maximize social benefits. Sustainable business operations rely on contexts that ensure long-term environmental benefits coalesce with social and economic prospects. Social entrepreneurs undertake ventures that certainly address social issues and ensure financial sustainability.

All nine participants consented that women can prove themselves sustainable entrepreneurs by enhancing their adaptive capability, professional competence, and entrepreneurial capacity. Each participant shared their experience from their point of view. For example, SE-A proudly

announced that her enterprise provides marginalized people with skill development training to build up their ability to sustain themselves in the future. At the same time, SE-B emphasized devotion to acquiring knowledge and skills. SE-C, SE-D, and SE-E considered sound knowledge, technological skill, and dedication to be the epitome of success. SE-G made skill development mandatory among various tactics. SE-F and SE-H approached differently. They put emphasis on problem identification and emphasize proposing solutions by adopting determination and tenacious techniques. SE-I stressed competency building by providing good quality products.

Table 6.27: Expressions of Focusing on Sustainable Business Models

SE-A	<i>Whoever own or initiate NGO or SE they do not withdraw any profit. They reinvest the profit into different development programs. They reinvest profit into education, health and in other diversified areas for ensuring long-term impact on society. (Row 4)</i> <i>To ensure sustainability of the workers , NGO initiates small business opportunities so that they can earn.(Row 11).</i>
SE-B	<i>Many work opportunity are opening. you are just trying to ready a system/modelso it really a matter of great satisfaction. (Row 15).</i>
SE-D	<i>If I can ..i will definitely bring more women into this digital technology...Digitalization is ultimate choice now so why not women? (Row 10)</i>
SE-E	<i>It's true that many ups and down is related with this enterprise but concentration, hard work, innovative ideas is essential to make this enterprise sustainable.(Row 14)</i>
SE-F	<i>entrepreneurship is essentially doing something in way that is sustainable.ahhh and education is...in one ..ahhh i think it's a right of citizenship ..on the other hand entrepreneurship is which is sustainable ahhhhhow how do I supposed to..so that key challenges were how I can make entrepreneurship sustainable ahhh ensuring people get their right in a esteemed quality (Row 5)</i>
SE-G	<i>My wish is to flourish this handicraft item again with proper variation I will try to regain the heritage of this almost obsolete handicraft culture. By doing research, applying innovative touch again we can made this and will try to export this product.(Row 32)</i>

SE-H	<i>Since the beginning of our mission was to create community, create content, then we tried to focus on generating revenue.. (Row 15).</i>
SE-I	<i>We have launched friendship academy in international sphere which we supposed to make in Bangladesh also...Ahhhh then our social business. We really wanted to strengthen that ...strengthen micro economy also and making 100 or 1000 of micro social entrepreneurs.....that is our vision (Row 61)</i>

Insights from Literature

Recent research focuses on delving into sustainable business models of social entrepreneurship, which combine addressing social and financial needs (Short et al., 2009; Cardella, 2021). Social entrepreneurs should implement a business-like structure to ensure future sustainability (Kamaludin et al., 2022; Mubeen et al., 2021).

Key summary: Contrary to the existing literature, the respondent emphasizes reinvesting their profits into education, the environment, and different health-related programs and systems. Additionally, digitalization in education and innovative approaches are scored over financial gain. Thus, sustainable social entrepreneurs should incorporate strategies that balance social, economic, and environmental issues. They should promote business models that add meaning and full contribution to society, economic efficiency, and positive environmental impact.

6.5.7 Summary of Aggregate Essences: Strategies

It is undeniable that social entrepreneurs need to be mission-driven if they think of creating a long-lasting impact in society. A social entrepreneur must set goals for a single entity or team so that each person becomes passionate about enriching their capability, competence, and entrepreneurial spirit. As social entrepreneurship thrives on creating social value, every individual engaged must nurture it. Social entrepreneurs must be eager to apply innovation while expanding market access by balancing economic gain with social value creation. Social entrepreneurs can introduce themselves and benefit from inspiring the single entity involved. The goodwill and sustainability of social entrepreneurs lie in the firm commitment to the empowerment of those engaged in this pursuit.

All the participants involved in the study embarked on a roadmap and a vision to create a sustainable venture for the community. The participants revealed their strategies for becoming sustainable social entrepreneurs. They experienced the collective empowerment of all the

individuals who are engaged in their social entrepreneurship. The participant consented to promote their fellows' capability, competency, and entrepreneurial ability. They firmly believe that economic and social empowerment is only possible through social entrepreneurship. They strongly emphasize innovative techniques, which result in broadening market access. As social entrepreneurship builds on trust, funding, and donations, every participant is eager to expand their network both in the country and abroad. They also experienced financial and non-financial motivators that inspired them to become social entrepreneurs. In addition, they also noted in their interview that the business model necessitates a balance between economic, social, and environmental gain if they aspire to become sustainable.

6.6 The Noematic Elements: The Key Essences of Aggregate Essences

This section attempts to present all-inclusive expressions of the participants (referred to as 'the construct of the essences'), which provide in-depth descriptions of the driving forces, pathways that accumulate challenges and opportunities, and the strategies that shape them towards sustainable ones. The key essence is the characteristics or constructs that emphasize the essences and aggregate essences are below:

Table 6.28: The Aggregate Essences and Their Key Essences

Aggregate Essences	Key Essences	Case Reference
Drives	Happiness/pleasure/feeling (positive, Ex-heavenly)	SE-A to SE-I
	Inspiration/Encouragement/strong attachment	SE-A to SE-I
	Involvement with the work	SE-A to SE-I
	Expertise/skills	SE-A to SE-I
	Problem identification	SE-A to SE-I
	Social Value Creation	SE-A to SE-I
Challenges	Misperception	SE-A to SE-I
	Difficulty in Managing Operations	SE-A to SE-I
	Complexity (capability/capacity/resource allocation)	SE-A to SE-I
Opportunity	Opportunity of transformation(financial/entrepreneurial/empowerment)	SE-A to SE-I
Strategies	Build capacity and capability	SE-A to SE-I
	Proposal for rewards /benefits/market access	SE-A to SE-I
	Focus on sustainable operation/sustainable model	SE-A to SE-I

6.6.1 The Key Essences of Aggregate Essence – ‘Drives’

The essence '*Happiness/pleasure*' includes words such as "happiness,' 'inner satisfaction,' 'enormous satisfaction,' 'top of the world,' 'job satisfaction. This shaper provides clarity regarding the intended meaning of the personal drive issues.

The essence of *encouragement/inspiration* denotes the influence the participants receive from family and friends. This shaper is related to the support from the circle to which social entrepreneurs belong.

The essence of '*involvement*' is related to prior experience, prior knowledge, or similar work-related knowledge of the participant that drives them towards their specific social entrepreneurial field.

'*Expertise or skill*' related essence gives an in-depth description of the participant's entrepreneurial skills, ability, and capacity, eventually motivating them to establish themselves as a social entrepreneur.

Almost all the participant possess their drive towards making a sustainable society where they can contribute through their value-creating intention. Thus, the shaper's *value creation* is related to the driving issues of the participants.

6.6.2 The Key Essences of Aggregate Essence – ‘Challenges’

The participants engaged in the study shared their experiences regarding the hurdles and prospects they encountered throughout their entrepreneurial journey. The participants describe their personal and professional challenges briefly.

The shaper '*Misperception*' is related to undermining women's roles and capabilities in entrepreneurship. The participants engaged in the study shared their stories of being subjected as victims of social injustice and undervalued their potential. The 'misperception' Essences highlights how these incidents often left them feeling undermined by the broader section of society. This negatively mentions the ingrained prejudice towards women, which is often related to assuming women are less capable and are not expected to take any initiative.

This essence rightly mentions the prejudice regarding framing women as less credible and secondary for making any initiative in society.

The essence *difficulty in managing operations* relates to the complexity that arose while managing the marginalized people. Moreover, fluctuating numbers of the workforce also added extra hassle to the smooth functioning. In addition, resource constraints, including financial,

technological, and other, also create challenges. These hurdles point to the systematic gap in support for women-led social enterprises.

Participant express their emotions and opinions regarding their vision and the reality of the *complexities* around them. The *complexity* shaper addresses incapacity, ignorance in capturing specific skills, technological limitations, insufficient capital, and resource constraints. Furthermore, society's inadequate support, negative perception, and unnecessary doubt also create complexities that often push back women social entrepreneurs from making sustainable initiatives.

6.6.3 The Key Essences of Aggregate Essence – ‘Opportunities’

Despite many obstacles, the social entrepreneurs engaged in this research have illustrated a series of opportunities they encounter while engaged with their respective platforms. The *'transformation' shaper* highlighted how women social entrepreneurs are making their own identity, becoming a fundamental part of a family, creating employment opportunities, securing financial independence, and exercising empowerment opportunities. This paper briefly explores how women navigate the challenges and foresee the opportunities.

6.6.4 The Key Essences of Aggregate Essence – ‘Strategies’

Women social entrepreneurs in this study are assumed to be sustainable social entrepreneurs shortly. They shared their strategies so that women who want to engage in this field can come up with this preparation.

The essence of *building capacity and capability* reminds them of overcoming the challenging period by enhancing their skills, knowledge, and education in their particular field.

While explaining strategies, *the proposal of rewards/benefits/market access has* been noted. Participants shared their experience of having positive responses while providing rewards and benefits to the people engaged in their social entrepreneurship. They also emphasize creating market access opportunities for exposure so that they can make sustainable operations.

Finally, by identifying the *'Focusing on a sustainable operation/sustainable model'*, social entrepreneurs engaged in the study provide guidelines to the new entrepreneur on forming economically, socially, and environmentally sustainable *enterprises*. By proposing different strategies, social entrepreneurs envision a sustainable future for the upcoming generations.

6.7 Noetic Process

The noetic process or noesis has been discussed in Chapter 5. Noetic process refers to a thought process through which lived experience from the respondents emerges as the noema. The thought process from the protocols involves remembering/recalling, reflecting, asserting, realizing, and eidetic grasping. The table below gives a brief description of the noetic process.

6.29 Table: Noetic process

Remembering /Recalling	All the participant shared their thought by recalling or remembering their past experiences. While describing their entrepreneurial journey, they were involved in piecing together split memories about childhood, education, social contact, challenges, and appreciation of the surroundings. This noetic process of remembering is filled with depth of emotion, prior knowledge, and past experiences in reality. The sentences of the remembering process started with <i>‘once, I felt that time, I still remember, you know that time, etc.</i> All the participants were engaged in remembering their entrepreneurial journey, which might give them both positive and negative experiences. The researcher sensibly extracted themes related to satisfaction, challenges, opportunity, and tactics while analyzing the remembering processes.
Reflecting	By using this noetic process of reflecting, the participant has tried to articulate their thought more precisely while describing their experience about personal, educational, and professional life. The word <i>‘aaa, ammm, ummm..I feel, I think, I know, I said’</i> etc. are used here as the reflection process. The reflecting process engages with the thinking, deliberating, recognizing, etc, expressions related to it.

Asserting	The noetic element 'asserting' refers to the fact that how a participant was confident to draw their personal experiences related to the phenomenon under the study. As a phenomenological researcher, the main task was to understand the tone and extract the essence from the participants engaged in the study. Here, the participants' expressions came with confidence about how they view their entrepreneurial journey and its impact on people's lives.
Realizing	Here, 'realizing' stands for understanding the situation or being fully aware of the situation. Here, the participant expressed their opinion by saying <i>I believe, I imagine, I assure</i> to make the reader realize the fact they live up to. By the process of realizing, they make the reader dream about what they intend to dream. The expression highlights the contribution the participants are making towards Noematic Elements: Valued End , the satisfaction they stem from their engagement towards social entrepreneurship, the challenges they need to combat, and the method they practised to make them sustainable social entrepreneurs are included under the noetic appearance of realization
Eidetic Grasping	Eidetic Grasping often refers to the process of accurately recalling information and experiences, often with utmost clarity, as in photography. The participants expressed their expressions here as intersubjective and delivered profound insights into an easily understandable situation. For example, some of the participants used the terms <i>'satisfaction, utmost satisfaction, and top of the world'</i> to express their satisfaction level, which made it easy for the researcher to articulate the meaning.

6.8 Conclusion

The chapter aims to explore the phenomenon expressed by social entrepreneurs regarding their intent to engage in social entrepreneurship platforms. It addresses the challenges they have already faced and are supposed to encounter shortly. In addition, the participants open up about their experiences regarding approaching opportunities while also expressing the strategies they follow to become sustainable social entrepreneurs.

First, the study attempted to explore the issues pursued by the women social entrepreneurs engaged in this study. All the participants agreed on their driving issues, which will help them become social entrepreneurs in the present era. Drives have been segregated into personal, entrepreneurial, and social drives. All the participants agreed on the issues they pursue in social entrepreneurship due to their self-satisfaction. They all pursue professional contentment from their enterprise. They found support from their social circles, including their father, mother, and sister, and even from their neighbor. It is a positive aspect of women's engagement in this area. However, expressing their challenges, they were outspoken about the negative side of this social circle. The participants recalled their prior experiences, detailing their work-related experiences, personal stories, and incidents of discrimination that ultimately encouraged them to be involved in social entrepreneurship. In the sub-section of the drive theme, they expressed their entrepreneurial drive. The participant's experiential structure reflects upon them entrepreneurial spirit for making innovative solutions to mitigate social problems. Moreover, their firm beliefs and attachment to society compelled them to think for society by creating such novel platforms in their respective fields.

This research rightly mentioned the challenges that the participants have experienced so far. They agreed that by addressing the challenges, they can proceed towards leveraging impact in society.

Addressing appropriate challenges is crucial for creating an entrepreneurial environment for women. By having distinctive characteristics, social entrepreneurship is supposed to navigate some additional challenges compared to conventional entrepreneurship. In addition, women, like other marginalized sections, can exhibit some extra hurdles while entering and managing social entrepreneurship. All the participants face gender discrimination either in the initial stage or in the growing phase of their platform. The participants also exemplify the situation when directly operating in the remote region with the marginalized people. They expressed their

hurdle while managing a fluctuating or less competitive workforce. They often grip the negative social perception as most accountable for this scenario. Apart from that, the confinement of entrepreneurial knowledge to certain limits, poor networking ability, and constraints of resources also create hurdles for women's social entrepreneurship.

Despite encountering challenges, participants of this study have demonstrated excellent performance in the social entrepreneurship field. All the participants unanimously agreed that only proper opportunity can combat the emerging challenges. In their phenomenological interview, they exemplify how social entrepreneurship helps bridge the disparity gap they often face. They also showcase how this platform can empower them with identity and economic solvency and successfully transform them so that they can make a sustainable impact on society.

The study also mentioned the strategies the participants felt were necessary to embark on as a sustainable social entrepreneur. Sustainability is something that may only happen partially. Apart from their male counterparts, women must address some additional barriers that can delay the smooth path of social entrepreneurship. Thus, the participants put assertions on some strategies they applied so far or will attempt shortly. All the participants were neutral about the fact that women who want to be involved in social entrepreneurship need to develop their skills and expertise and possibly have a specific education limit. There is no alternative to cultivating social values in their inner mind. They also emphasize making a capable and consistent workforce that can persistently work to make a positive impact. Indeed, they mentioned some motivational instruments that can influence other women to be involved in this type of novel platform. They also showcase how partners and stakeholders create impact and how to make economic gains by retaining them and broadening the network of contacts.

Thus, this chapter explores the participant's inner drive, challenges, opportunities and strategies to engage in social entrepreneurship and shape them into sustainable social entrepreneurs. This study took a stance to understand the inherent aspirations that gear them towards making a positive social impact in society.

Chapter 7

DISCUSSIONS ON FINDINGS

This chapter is the continuation of chapter six. While preparing this chapter, the researcher carefully identified each critical summary of the previous chapters' noematic elements and noesis. This chapter documents the key insights of this research by accumulating all the shapers that emerged as aggregate shapers from the summary described in Chapter Six.

7.1 Key Insights of Noematic Elements

This section provides an overview of the noematic aspects of the drive, challenges, opportunities and strategies from the respondents engaged in the study while describing their social entrepreneurial journey.

Drive Issues: All participant started recalling their experiences by describing their drives to attach to these platforms. Thus, the researcher describes the key insights as a driving force in the first phase of discussions.

Personal Drive: All participants in this research have revealed a solid drive to pursue social entrepreneurship. While articulating their drive, they highlight satisfaction, which stems from personal aspirations and professional contexts. Some of them also relate their experience in volunteering activities with the intention of social entrepreneurship. Moreover, they also mention that their family influence is a crucial driving force for such endeavors. These drives are marked as personal drives to initiate social entrepreneurship.

Entrepreneurial Drive: In addition to the personal driving force, the participants quoted a variety of dynamics, including their talents, experience, expertise, professional knowledge, and intentions to do something innovative, to encourage them to engage in social entrepreneurship. All these driving forces are consolidated under the entrepreneurial drive.

Societal Drive: All the participants engaged in this research have agreed on their strong attachment to their community and intention to serve society sustainably. This conviction of societal value creation is listed under the societal drive issues.

Challenges: In almost every instance, the participants discussed the challenges they experienced in both personal and professional space due to discrimination. The difficulties encountered by the participants of the research are given below:

- Gender discrimination is deeply rooted in our society. Participants engaged in this study evidenced that discrimination and unacceptance have arisen since the beginning of women's endeavors in entrepreneurship. Many participants shared their disheartened experiences of realizing that society often undermines women. In addition, they opined that they are still not welcome and are treated entirely in the entrepreneurial space. They argued that women always face additional risks. In contrast with this view, one participant opined that social entrepreneurship does not justify women enjoying special treatment. However, the holistic point is that women should not demand more advantages than men. Instead, it will be beneficial when they can be treated equally.
- Social entrepreneurship encounters obstacles as it mainly serves vulnerable populations in distant areas. Participants in this study illustrate their difficulties while addressing and providing ongoing support to the marginalized people. Participants identified a stream of challenges related to environmental constraints, indicating that their entrepreneurial efforts lasted only a short time. Participants also accurately note social challenges in specific regions, where issues that are critical to resolving are disregarded.
- Social entrepreneurship promotes volunteerism and community services to address the needs of the people. Participants revealed their difficulties when they encountered erratic support from the workforce. In addition, they also highlight their difficulties in offering regular support to a group of people as their address fluctuates.
- The difficulties associated with social entrepreneurship take the form of doubles when negative perceptions surround society. Participants revealed their experience dealing with negative perceptions from family, neighbors, and even stakeholders who are assumed to benefit from it.
- Apart from encountering social and environmental challenges, participants express their shortcomings due to a lack of self-preparation, including education, confidence, and training, ultimately resulting in limited exposure to their endeavors.
- Most participants in this study shared their constraints due to financial and other resources. They go through economic hardship from the initiation period to continuing the entrepreneurial support.

- Inadequate connectivity frequently hinders social entrepreneurship exposure. According to the participants, they were often constrained by boundaries due to a lack of effective networking, communication, and mentoring skills.

Opportunity: Social entrepreneurship is creating new avenues for attempting sustainability in society. Apart from many struggles, participants found some opportunities that convinced them to proceed in social entrepreneurship.

- All the social entrepreneurs shared their experiences creating employment opportunities, enhancing financial, social, and technological empowerment, and building entrepreneurial capability. One can make a sustainable enterprise in the future by identifying and seizing the surrounding opportunity.
- Social entrepreneurship is driven toward social gain rather than focusing on financial gain. Social entrepreneurs in this research highlighted how they are opening avenues for economic gains for men, women, and marginalized people. Financial stability is geared toward engaging them in employment, entrepreneurship, and building sustainable business models.
- The social entrepreneurs in this study originated from various sectors and asserted that their enterprises can positively transform the lives of those involved.

Strategies that Shape Towards Sustainable Social Entrepreneurs: Social entrepreneurs engaged in this study have revealed their strategies to build themselves as sustainable social entrepreneurs. The strategies are given below:

- The participant draws the importance of gaining knowledge through education, training, and skill development programs. Moreover, they experienced that a comprehensive understanding of the problem is crucial before suggesting any solutions. All the entrepreneurs emphasized self-confidence, preparation, and hard work as key tactics to succeed. In pertinence, they illustrate their experience on self-improvement, firm commitment, and dedication as a key driver to becoming sustainable.
- Most social entrepreneurs voluntarily disclose that cultivating social principles within one's mind is one of the prerequisites or primary criteria for becoming a sustainable social entrepreneur. They demonstrated how their dedication, compassion, and environmental forecasting skills can foster social initiative. Additionally, they highlight

self-realization and a readiness to contribute to society as methods or tactics for being sustainable social entrepreneurs.

- People are driven towards recognition, which can be achieved through financial rewards or benefits. The experiential structure of the participants reveals their motivational tactics towards the stakeholders, such as employees, beneficiaries and volunteers. They emphasized financial and non-financial support, challenging work opportunities, profit-generating approaches, and comprehensive, holistic models to become sustainable social entrepreneurs.
- While revealing their strategies, they affirmed that social entrepreneurs can only be sustainable if they provide empowerment opportunities to their participants. It can comprise financial, social, mental, and discretionary empowerment.
- Being sustainable with few possibilities is becoming more challenging as competition in social entrepreneurship increases. The participants accentuate the opening of market access, networking, and partnering to ensure visibility. National and global exposure to social entrepreneurship mostly depends on the new market avenues.
- In addition to the discussion above, the participants emphasize making globally replicable sustainable models. For social entrepreneurs, the ultimate goal of their respective social entrepreneurial endeavors is to create sustainable change in people's lives, and this change should be on a community level rather than only on the individual level. Thus, they highlight values such as education, commitment, hard work, quality, innovation, etc., that satisfy the community and can emerge as sustainable business models.

7.2 Key Insights of the Characteristics of the Essences

The critical shaper of nematic elements has been identified in chapter six. This section attempts to give an overview of all shapers under each pneumatic element:

Characteristics of the Essences- 'Drives': While recalling the driving force, almost everyone shared that they felt happy and found pleasure while initiating social entrepreneurship. Moreover, inspiration from social circles and involvement with this type of work often motivate a person to engage in social entrepreneurship. They mentioned that their expertise, skill, and value-creation mentality drive them to engage in social entrepreneurship.

Characteristics of the Essences - ‘Challenges’: Apart from the driving forces, participants of this research shared their challenging stories. They assert that misperceptions of society often act as critical challenges in front of them. They also highlighted difficulties while operating in remote regions with fluctuating numbers of workforces. Moreover, they stress the complexity of building capacity, skills, and knowledge, which are predominant factors in being sustainable social entrepreneurs.

Characteristics of Essences - ‘Opportunities’: The participants engaged in the study have made a significant revelation regarding social entrepreneurship. All the participants agreed that the transformation of any person, either financially or socially, is possible through engaging in social entrepreneurial activity. This transformation opportunity attempts sustainable social entrepreneurship.

Characteristics of Essences - ‘Strategies’: Participants shared their experiences on how they made themselves sustainable. They illustrate their strategies by mentioning capacity and capability-building techniques. They emphasized motivational tactics for ensuring the security and safety of the employees and beneficiaries. They exemplify this motivation technique by drawing attention to rewards and economic benefits. They also mentioned their experience in making sustainable business practices over the years to make them sustainable. They highlighted their expertise in creating market access to ensure their businesses are sustainable over the years.

7.3 Key Insights of the Noetic Process

The noetic process contains recalling/remembering, reflecting, asserting, realizing, and grasping processes to have insight into the participant's experience within the consciousness. In phenomenology, recalling/remembering involves bringing past experiences into awareness, realizing refers to recognizing the deeper meaning of those experiences, asserting involves articulating that understanding and eidetic grasping refers to capturing the essence of the experience as it presents itself in its purest form. Through this process, the subjects lived experiences had been articulated clearly.

7.4: Illustrative Findings

The Following 'Imaginary Figure' replicates participants' determination to be sustainable social entrepreneurs.

Here, the researcher compares the social entrepreneurial mind as a funnel. The drive that exerts a social entrepreneur is expressive. It can comprise personal, entrepreneurial, and social drive, which is traceable or identified when initiating the enterprises. These elements are easily identifiable at the very beginning of the entrepreneurial journey, influencing the decisions to start the enterprise.

Social entrepreneurs face challenges right from the inception of their entrepreneurial endeavors. Entrepreneurs should navigate the challenges by being indebted with the opportunities that surround them. In this phase, a social entrepreneur should be capable of struggling with all the challenges through opportunity identification.

However, all the participants shared their experiences of adopting strategies that shape themselves into sustainable social entrepreneurs. The interplay between social entrepreneurs and sustainability can be ensured only through competitive strengths. The strategies presented in this thesis are the secrets of the participants, which stem from their experiences. Thus, the funnel is an illustrative example of sustainable social entrepreneurs who are assumed to be resilient figures shaped by challenges, opportunities, and strategies they deploy in their journey.

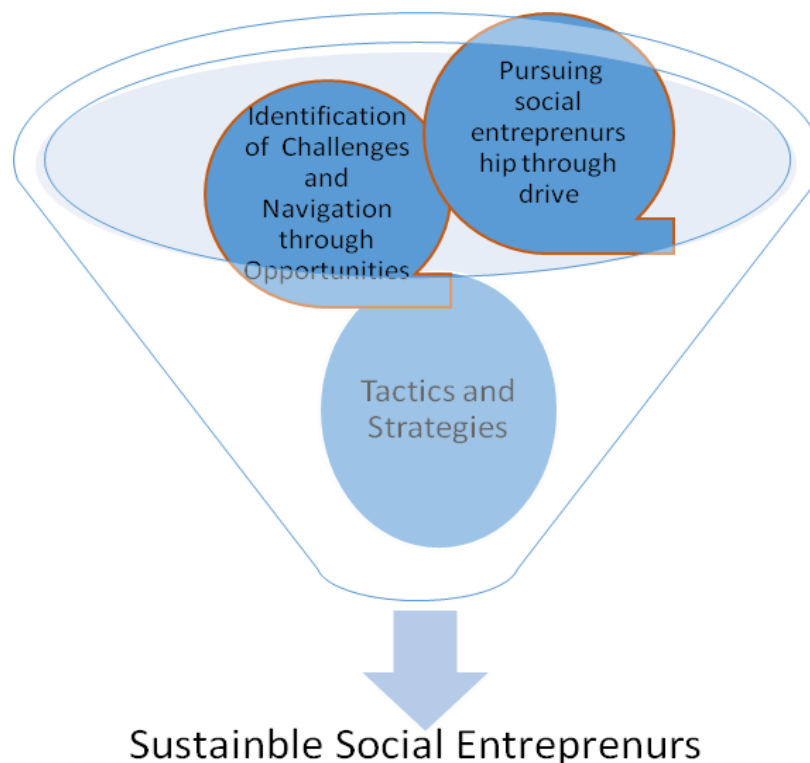


Figure 3: Illustration of Sustainable Social Entrepreneur

7.5 Conclusion

This study is an exploratory attempt to understand the social entrepreneurial journey, especially considering women in Bangladesh. This research followed phenomenological methodology to avoid paradigmatic disjunction from ontological and epistemological aspects. While understanding the essences through the transformation and synthesis process, the researcher understood their journey. All the women social entrepreneurs engaged in this study shared their experiences by describing their drives and the meaning of their attachment to social entrepreneurship. The path was not smooth at all. They highlighted their challenges so anyone wanting to be a social entrepreneur can navigate them. They also mentioned the numerous opportunities that lie in the entrepreneurial journey. However, at the same time, they understand that to be successful in this competitive world, there is no alternative to following sustainable operations. A person can declare oneself a social entrepreneur, but without sustainable operation, it cannot last long. Here, all the participants shared their journey by describing their experience in adopting some strategies they want to follow to make them sustainable social entrepreneurs. They also outline the necessity of sustainable social entrepreneurship. They believe sustainable social entrepreneurs can create sustainable business models that can be replicable to serve everyone worldwide. Thus, this research can guide all who are interested in social entrepreneurship.

Chapter 8

CONCLUSION

Contribution, Implication, and Recommendation

This chapter presents an overview of the research in the first section. Following the first chapter, the research contribution and implications are presented.

In the contributions section, the researcher tried to uphold the value of studying the phenomenon of women social entrepreneurs. The detailed implications section governs the significance of the study. The third section describes the limitations of phenomenological research. The fourth section offers future implications. Finally, the fifth section summarizes the research findings, and section six presents' recommendations from the researcher's side for the concerned parties.

8.1 Overview of the Research

Social entrepreneurship concepts have been gaining popularity for the last decade. Dr. Mohammad Yunus is recognized as the pioneer of social entrepreneurship in the practical form of his idea of microfinancing activity through Grameen Bank in 1976. Dr Yunus compelled all the people to believe that poor, disadvantaged people can also be fascinated by microfinance and can exercise entrepreneurial spirit (Yunus et al., 2010). This thought of an inclusive economic society led him to achieve the Nobel Peace Prize. Extensive research has been conducted on social entrepreneurship and its feasibility in developed and developing countries. Given the intentions regarding pioneering role in social entrepreneurship and persistent gender inequality in entrepreneurship, the study on women social entrepreneurs in the Bangladesh context emerges as significant. Empirical research focuses on the social entrepreneurial definition, application, trend, value creation, motivation, and challenges. Meanwhile, this study took the initiative to highlight the phenomena of women social entrepreneurs and their journey to becoming sustainable social entrepreneurs in Bangladesh, as this country is said to be the pioneer in social entrepreneurship.

The study delves into the concept of women in social entrepreneurship by capturing their true essence that evolves from their entrepreneurial experiences. The study sought to reveal the experiential structure of women social entrepreneurs; thus, it found it significant to explore through an alternative research paradigm, precisely, the phenomenological approach. Phenomenology is the subjective phenomenon where reality unfolds through the diverse

experiences of the subjects. Each experience has its version of reality, which may allow multiple realities for a specific phenomenon. Contrasting with the conventional paradigm (positivist approach), which posits emphasis on singular objective reality based on causal links, phenomenology relies on the manifold realities shaped by diverse experiences. No paradigms assure impeccable methodological attempts, but paradigmatic limitations seem less likely in phenomenological research than in positivist approaches.

The trustworthiness of any study depends on the ontological-epistemological and methodological coherence. Phenomenology recognizes multiple realities that depend on subjective experiences in the ontological aspects. Thus, the process of gaining knowledge regarding the reality of truth (epistemological stance) emerged through the active participation of the researcher and research. The methodology of phenomenology mandates the ontological stance that subjective reality is constructed with individual experience. Phenomenology proposed a workable methodology where the term 'intersubjectivity' appears to address the essential structure of the experiences. The epistemological stance of phenomenology emphasizes that knowledge of truth emerges through the active engagement of both the researcher and participants, highlighting the importance of intersubjectivity in understanding the essential structures of their experiences. Thus, ontology-epistemology and methodological coherence are established through phenomenology to uncover the truth of reality.

Hence, an empirical exploration started with the nine specific social entrepreneurs, each with their distinctive social entrepreneurial field. The empirical investigation has been carried out through phenomenological interviews and protocol analysis methods. To solicit the responses, the researcher engaged with participants through phenomenological interviews. Here the researchers used the techniques of Moyeen (1994) who mentioned the recalling technique. Participants were allowed to think deeply and remember their experiences of the phenomenon. All the responses they provided were audiotaped and written properly. Proceeding with the interpretation process, the researcher relied on this verbatim transcript. The researcher was cautious about extracting authentic essences from the participants' experiential structure. In this phase, the researcher also followed the imaginative free variation techniques Moyeen (1994) suggested.

Hence, the experiential structures shed light on the drives that inspired them to become social entrepreneurs. They also mentioned their struggles in the initiation stages, hassles regarding continuing their activity, and hurdles that often impeded their future progress. The participants of this study also delve deeply into sharing their capability for opportunity identification that

mitigated their challenges and inspired them to engage in value-creating activities of society. Social entrepreneurs are always committed to creating social value rather than economic gains. To establish resilience and leverage community support, the social entrepreneurs of this study revealed some strategies. They argued that every entrepreneur should develop unique strategies to make them sustainable social entrepreneurs. Participants' experiential structure illuminates their drives, unique challenges, opportunities, and competitive strategies that compel them to become social entrepreneurs.

Thus, the study sketches a social entrepreneurial landscape that focuses on women in Bangladeshi contexts.

8.2 Contribution of the Study

This study offers original and context-specific insights into the field of social entrepreneurship. Particularly, this study highlights a relatively uncovered area of research - women in social entrepreneurship in the context of Bangladesh by emphasizing lived experiences, which is the novelty of phenomenological research. The reader can easily understand the value of the researched topics by observing the following points:

Proposing Originality

The research shed a separate light on women social entrepreneurs by considering their inner drive, challenges, opportunities, and strategies to ensure sustainability. Adopting phenomenological methodology creates a scope for in-depth exploration of their experiences. By allowing a deep, nuanced exploration of their journey, the research aims to contribute a fresh perspective on dynamic social entrepreneurship within a country like Bangladesh.

Experiential Structure

This study attempts to reveal the experiential structure of women's social entrepreneurs. This research relies on a more profound understanding of the drives, challenges, opportunities, and strategies of these specific women social entrepreneurs that shape them as sustainable. Grounded in the phenomenological research paradigm, lived experiences are the only vital source of meaning-making. Thus, this unique experience of the women social entrepreneurs is expected to enhance theoretical knowledge on social entrepreneurship.

Methodological Contribution

The study seeks methodological advancement by pursuing social entrepreneurship research on phenomenological grounds. It will be recalled from Chapter 3, where the researcher cited

the work of Moyeen (1994). Drawing logically from the grounds of positivist ontological and epistemological perspectives, the claims of the conventional paradigm are not tenable, at least not in the case of social sciences, where the conventional paradigm places unrealistic and undeliverable methodological demands. Positivists' notion of philosophical assumption was weak due to the ontological, epistemological, and methodological disconnections. Positivists believe in a singular and objective reality by keeping the causal connections. Moreover, it tries to reveal findings that give time and context-free generalization. The result produced through the positivist paradigm is assumed to be used repeatedly by imposing prediction and control. The positivist tries to arrange all the mechanisms that can help to minimize methodological limitations. However, this would ultimately challenge its ontological and epistemological assumptions.

On the other hand, phenomenology recognizes multiple realities that depend on subjective experiences in the ontological aspects. They deny the value of the freedom posture of researchers and research. Thus, gaining knowledge regarding the reality of truth (epistemological stance) emerged through active participation. Phenomenology proposed a workable methodology. It relies on lived experiences that we encounter in our daily lives. Phenomenology relies on the lived experiences by suspending all the presuppositions of the mind (epoche) and revealing essences through imaginative free variation techniques. Thus, the study aims to illuminate a practically viable methodology while at the same time maintaining coherence across paradigms. Additionally, denying time and context-free generalization through prediction and control, this study aims to grasp experiential structure and meaning derived from women social entrepreneurs. Thus, it is noteworthy that, by rejecting conclusive evidence, phenomenology values subjective experiences of individuals (women social entrepreneurs), allowing deeper exploration deeper understanding of realities regarding how they experience their social entrepreneurial path. Moreover, disagreeing of *a priori formulation*, phenomenology underscores epoche to bracket presuppositions of mind if any; consenting the lived experiences of every respondent to grasp the essences of their social entrepreneurial journey without any preconceived frameworks. Additionally, this study upholds the notion that ontological-epistemological and methodological coherence are essential for any research. No paradigm assures impeccable methodological attempts, but paradigmatic limitations seem less likely in phenomenological research than in the positivist approach.

Ontological-epistemological and methodological coherence are essential for any research. No paradigm assures impeccable methodological attempts, but paradigmatic limitations seem less likely in phenomenological research than in the positivist approach.

Comprehensive Guidelines for Data Presentation

This study aims to give guidelines for complete data presentation. It has revealed participants' statements regarding their experiences and the synthesized transformation made from their descriptions in tabular format. Each row has been identified with numbers. Readers can easily trace the original description of the experience and the synthesized transformation. Furthermore, the study aids in understanding the meaning of interpretation by formulating questions for the readers in Chapter 5. These questions help the reader to identify key shapers, constructs of the shapers, and the process of consciousness involved in exploring women as sustainable social entrepreneurs. This way, the research seeks to comply with the phenomenological criteria of trustworthiness (authenticity, isomorphic validity, intersubjectivity; Moyeen, 1994), where reality accurately reflects participants' experiences. This similar technique had been followed in the work of Moyeen (1994) for training evaluation research. However, this study can serve as an example of data interpretation in social science research.

Knowledge Expansion through Unveiling New Insights

By considering the notion of women in social entrepreneurship, the study expects to sketch novel phenomena in the prevailing ground of the concept of social entrepreneurship. The research upholds the experiential structure of women social entrepreneurs, uncovering novel dimensions that underpin them as sustainable. The experiences the respondents shared delved deeply into their journey, where they revealed their drives, challenges, opportunities, and strategies toward sustainable social entrepreneurship, and also highlighted refined personalities with resilient approaches.

8.3 Implications of the Study

The next section highlights the implications of this research. This section describes how the findings or proposed contributions work in practical settings. This section emphasizes answering the question of 'why does this research matter to us?', particularly the significance of the study. The implications of this research are multifaceted and comprise theoretical, practical, social, governmental, and other organizational policies.

Theoretical Implications

This thesis upholds the lived experiences of the women social entrepreneurs through a phenomenological method, which undeniably contributes to the existing knowledge of women in social entrepreneurship (Gohar et al., 2018; Oliveira et al., 2023). Moreover, this study aims to depart from existing research by exploring a nuanced view of women, particularly their realities that contribute to the existing knowledge on epistemological grounds, which have not been sufficiently addressed by existing literature (Harding & Hintikka, 2003; Shang, 2024). Additionally, this research is assumed to be an alternative to the conventional model of social entrepreneurship. The focus is to strengthen theoretical knowledge on women in social entrepreneurship, thereby limiting dependence on a generalized model. Thus, the proposed theoretical implications lie in revealing the experiential structure of social entrepreneurship, offering an interpretive understanding that can inform future conceptual or context-specific theoretical development within the field.

Practical Implications for Women Entrepreneurs

This research is supposed to guide women who aspire to build themselves into sustainable social entrepreneurs. This research illustrates actionable strategies for negotiating social, economic, cultural, and environmental challenges and illuminates practical mechanisms for ensuring sustainability in the future. Sustainable Development Goals implemented by the UN can only be achieved by mitigating social, economic, and environmental challenges, which are also addressed in this research through social entrepreneurship.

Social Implications

The social entrepreneurs in this study rightly mentioned their experiences and eagerness to emphasize social inclusion. They shared their experiences of community development, social improvement, and work opportunities by engaging all classes of people, especially by focusing on marginalized people in the most unaddressed places.

Policy Implications by Government and Other Organizations and Institutions

This research emphasized policies that demand a more supportive environment for women in social entrepreneurial areas. Government policymakers and practitioners can gain insights from the findings about the challenges and take initiatives on resource allocations, mentoring support, regulatory reformation, and capacity-building programs. Financial organizations can take the initiative to introduce funding opportunities so women can navigate financial

challenges. Public and private educational institutions can highlight the matter by introducing compulsory courses, case competitions, seminars, and workshops to boost the entrepreneurial spirit from childhood.

Many supportive organizations or consultancy firms can gain insights from the research findings. They can arrange training facilities and different developmental programs that ultimately enrich the knowledge of the associated person.

Creating Avenues for Women's Empowerment

This study portrays the avenues women use in social entrepreneurship. It also illustrates how women can empower themselves financially and socially by engaging in it. Moreover, examples of women's empowerment have also been depicted through their participation as beneficiaries, employees, and volunteers. The outcome of this thesis is to gear up the understanding of an accurate picture of women-owned social entrepreneurship in Bangladesh.

However, this research can inspire more women to get linkage in the field of social entrepreneurship as a means of community development. Women are encouraged to deploy their inherited characteristics, blended with knowledge and skills, to address this sector's unique demand. Thus, women's empowerment can get a framework through it.

8.4 Limitations

The study's limitations are inevitable. It remains open so that the scope of avenues for future research can be created. Methodological limitations have been addressed in Chapter 4. However, several limitations of this study are noteworthy. This research focuses only on women social entrepreneurs, while proposing a gendered perspective may limit the scope of the whole concept of social entrepreneurship. Moreover, the research covers social entrepreneurs from different sectors, including health, inclusive community, technology, women-centric empowerment, education, and public health sectors, while describing any specific social entrepreneurship sectors that can provide enriched information and a scope of in-depth analysis. Finally, the in-depth exploration of women-led social entrepreneurial initiatives and implications can be better understood by longitudinal data collection, which has been ignored in this study. Future research possibilities in this area are expected to cover all these limitations.

8.5 Future Direction of Research

This research is an exploratory type of research that covers the narratives of women social entrepreneurs from Bangladesh. This research touches on the point of sustainability in a social entrepreneurial space. Future research is encouraged to cover sustainable operations and scalability tactics covered by women-led social enterprises. Comparative studies can also be done on initiatives and strategies between men and women that establish them as sustainable social entrepreneurs. A cross-cultural study on women social entrepreneurs is also expected to broaden their applicability. Moreover, future research can investigate the policy implications for encouraging women in social entrepreneurship. Additionally, social entrepreneurship with the notion of circular economy principles for achieving sustainable development might serve as a novel phenomenon for future research.

8.6 Recommendations

This research suggests some recommendations, which are given in the following sections:

- ❖ To promote a more inclusive environment for women social entrepreneurs, policymakers should reform laws and policies that limit social entrepreneurship development hindrances. This reformation can be done by simplifying the registration process and offering tax rebates, financial credits, and other necessary arrangements.
- ❖ Policymakers should prioritize need-based community development within the country region to foster attempts to improve localized support systems by social entrepreneurship. Moreover, they can better support women social entrepreneurs in creating impactful, sustainable solutions.
- ❖ Most social entrepreneurs articulate their financial and other resource challenges. It is also notable that financial resource constraint is a recurrent challenge for women social entrepreneurs. Thus, government programs and institutions can introduce special featuring schemes to attract more women to social entrepreneurship.
- ❖ While describing sustainable social entrepreneurship strategies, networking facilities remain crucial. Different platforms can be used to build a network, such as mentorship, training, conferences, and knowledge exchange programs, to make more confident, resilient, and sustainable social entrepreneurs.
- ❖ To strengthen the social entrepreneurship concept, content related to it can be introduced as a mandatory course from the secondary level. Student-directed community development programs can be introduced at the primary level of education.
- ❖ Finally, ongoing research is recommended to observe the evolving characteristics of social entrepreneurship. Future research on tracing the social entrepreneurial impact on societal development is highly recommended. Moreover, longitudinal studies on women-led social enterprises can also be assumed to provide valuable insights into specific policy implications and resource utilization.

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Appendices

Appendix 1

SE-B

Original Expressions	Shapers	Row Number
I want to recall your experience regarding social entrepreneurship or why you critically think of becoming a social entrepreneur?		
<p><i>We win BRAC innovation challenge. Actually by winning we got the privileges to you know in the idea phase we need some money to renovate so that we can provide the access towards the general people.</i> We do a lot of researches on the issues that which Place Will be suitable? here can we serve many people at the same time? So we choose Gawsia I mean we got such place like Gawsia where number of females are higher.</p>	<p>B: Assertion</p> <p>A1: Proposing motivational rewards and benefits</p> <p>A2 :reward</p> <p>(Strategies)</p>	Row 1
<p>When we go to the Gawsia market regarding this issues they informed us that no female use washroom in the Gawsia market. Just think market like Gawsia which if we told it as female market I think will be more justified. Then we argued with them and ensured them if we see the scenario is such that no female are using toilet or the toilet is of no use we will move it to another place. We will renovate it to the old version again. So that was the beginning. After some days the toilet completely act on a full swing.... then they urged Apa please do something like this for us also...what is our fault? Why don't you renovate ours? So this is our starting.</p>		Row 2
<p><i>Actually I was not consciously do it as a social entrepreneur but yes I wanted to do it to solve a major problem of the society.</i></p> <p><i>Yes it is also true that</i></p>	<p>B: Remembering</p> <p>A1: Societal drive</p> <p>(Drive)</p> <p>A1: Drive: support from social circle</p>	Row 3

<p><i>the thinking of helping people of the society or serve to a major portion was not an unit thinking of mine, of course the first education came from family.</i></p> <p><i>Since my childhood my thinking process shaped in a way to serve people of the society.</i></p> <p><i>My parents gave me the first learning after that to whom I have grown up like friends, neighbor, or cousin brother and sister.</i></p> <p><i>Actually I got persuasion from all whom I have noticed to work for society.</i></p>	<p>A2 : Inspiration</p> <p>A1: Societal drive</p> <p>(Societal Drive)</p>	
<p>Actually I got very opposite opinion from my parents like where most of the parents exemplify that this work is not for women and bla bla ...but <i>my parents always put example of such women who did something for society....</i>they always inspire me like oh why are you so upset for not securing good result or not scoring good marks....they always make me confident <i>so Since childhood I've been pretty confident about the fact that nothing is impossible ..there is always a supplementary solution to a problem.</i></p> <p>Actually not only my family motivate me to think for people but also <i>all the people I have met and also meeting everyday inspire me to think or work for the people.</i></p>	<p>B: Realizing</p> <p>A1: Entrepreneurial drive</p> <p>A2: Problem identification</p> <p>B: Realizing</p> <p>A1: Drive: professional influence/contentment</p> <p>(Personal Drive)</p>	<p>Row 4</p>
<p>Actually first of all I would definitely say that family support is very much important for confidence, but I think educational background is also stand as a prominent pillar...as you know the educational background of mine.</p>		<p>Row 5</p>

<p>Ok...so it was about family support. Another one is to prepare self. There is a very huge space. <i>Self-preparation a very tough challenge</i>. Such as when we started working with our team since 2017 uuumm means we try to learn everyday...Actually I have no idea literally in the sense of operating business or in that moment what really ummm done..no idea...</p>	<p>B: Recalling</p> <p>A1: challenges in attaining preparation education and experience.</p> <p>(Challenges)</p>	<p>Row 6</p>
<p><i>It was like completely ... I am working for a good cause...</i>it was like working in a new environment ...a new environment cost ...but my education or my which I am concentrating that time was not directly related with the social enterprise concept of mine....yes there is little similarities...but to sustain a business like structure , business means actually to at least sustain<i>all the experiences, skills or idea about social enterprises or a concept regarding social enterprises...are very rare examples</i>. Especially when you are operating social enterprises like structure....<i>you will get very limited examples around you....</i></p>	<p>Realizing</p> <p>A1:Drive : Self satisfaction</p> <p>(Personal Drive)</p> <p>A1: Challenges in attaining education, skills</p> <p>(Challenges)</p>	<p>Row 7</p>
<p>The person who are working in a specific subject or problem...if they can or supposed to actually need to develop skill for that Yes definitely it is good to enrich knowledge while doing any work but it is better to understand what you need to know before undertaking specific subject or specific problem. say for example, as my master's degree is on city planning so I better know what sort of problems typically a city faces...</p>		<p>Row 8</p>
<p><i>Like I have expertise on how to do better design but I am learning from others regarding how to fit business model or fit into a sustainable model.</i></p> <p><i>Since my academic background is city planning so I am getting initial advantage although many new things I am learning continuously.</i> Those can do all of this things I mean I'm talking about mine...</p>	<p>B: Illustrating</p> <p>A1: Prior experience (Personal drive)</p> <p>B:Realizing</p>	<p>Row 9</p>

	<p>A1: Opportunity to learn/transformation</p> <p>(Opportunity)</p>	
<p>The most important thing is to stick to something continuously to a definite task until you are able to show your effort or result to everyone. Unless nobody will believe in you.</p> <p>Not only that you have that convincing capability no not like that. If you checked into our site you will get a picture of our first toilet at gawsia. The toilet was small. There is a picture of toilet. People were very much suspicious especially those who are the users that by to build anything here is not a matter lets see after 3 month how it be sustained or maintained.... .</p>		<p>Row 10</p>
<p>There is difficulties....one is like social perception.it is like perception working in different places. Many people praises us a lot. Like some people say that I was in a badly need of using toilet that if anyone charges 500 tk instead 5 tk may that also I didnt mind at all. Someone may be gave them tip or some are praying for them. <i>They sometimes lack their continuity due to some of their serious sickness or other family issues.</i></p> <p>On the other hand, I went to a government office ...so <i>someone was telling me you are an architect so try to design some high rise building or something why this...</i></p> <p><i>means it was his perception that here I am not practicing any design which is you know labeled as highly valued something. So this is a very wrong concept.</i></p>	<p>B: Illustrating</p> <p>A1: fluctuating workforce,</p> <p>challenges of negative perception and social belief</p> <p>(Challenges)</p>	<p>Row 11</p>
<p>Then another one for example conceiving that <i>see this girl passed from architecture and only to work with toilet she returned to this country.so he was not reaching to any logic to the fact why I am working with this toilet.so its only about perception.</i></p>	<p>B: Illustration</p> <p>A1: Gender discrimination</p>	<p>Row 12</p>

<p>In case of financial obstacle...<i>actually I had spent a such a day when I was thinking how to survive...ok lets see some more days...lets see what happened next.even</i></p> <p>I have to calculate almost every day how much income I have generates, how much need to subsidize or how many days actually need to sustain this business...even I have to calculate that if I work as a consultant. How I will be able to make my financial account...so as I a said before,,to sustain you have to sticked to your work. <i>Although many new things I'm learning continuously.</i></p> <p>This is a matter of great satisfaction but <i>by tolerating all of this social perception, financial limitation ask yourself whether you will be able to sustain or not...</i></p>	<p>B: Recalling</p> <p>A1: financial /economic Challenges</p> <p>(Challenges)</p> <p>B: Realizing</p> <p>Opportunity to empower with transformation ability</p> <p>A2: transformation through learning</p> <p>(Opportunity)</p> <p>A1: financial /economic Challenges</p> <p>(Challenges)</p>	
<p><i>Actually communication, partnership and financial backup is necessary as it is time consuming o become financially sustainable.</i> Family backup...that is me and my husband were thinking by doing so is it possible to continue our livelihood or not...there is not any other issues that we didn't have options....so taking some short strategies like if this not working we will jump to another one...like this taking small strategies...in my cases in the past period of time I thought like if I do some consultancy work I can continue this org may for more 3 to 4 month...just like that..so proper planning.....and one more thing...not family support only support group...</p>	<p>B: Realizing</p> <p>A1: Financial challenges</p> <p>(Challenges)</p>	<p>Row 13</p>
<p>Partnership is very important.... i can do this alone, me or my organization which is not possible. Doing things alone is not possible. In any case things cannot be done alone ...so partnership is very important.</p>	<p>B: Recalling</p>	<p>Row 14</p>

<p><i>Developing oneself and devoted towards something is very important and taking some short strategies like if this not working we will jump to another one.</i> Sticked towards something is very important. Whether it is enterprise, business enterprise, social enterprise, profitable enterprise. Whatever itissticked consistentlywiththat,and understanding the ratio of change with pave of time, understanding the problem is very important and forecasting the solution ..that how this solution can take the organization in the long run...actually what I am thinking or propping is not only a single considerable solution. You have to emphasizes on the fact...practically work on it ...and you can understand when you will be able to understand better.</p>	<p>A1: Building entrepreneurial capability</p> <p>A2: capacity building</p> <p>(Strategies)</p>	
<p><i>Many work opportunities are opening.</i></p> <p><i>For example, I am designing 160 square feet facilities which is used by more than 400 times in a day ,12000 in a month..till now near about 800000 ...</i></p> <p><i>people are satisfied by using our facilities...so this can be replicated anywhere..it can be replicated in bd or abroad,,,you are developing a system...you are just trying to ready a system/modelso it really a matter of great satisfaction.</i></p> <p>The way this system helping to that specific moment which I cant avoid...I am working for the big relief of so many people’s working for the good health, working for the betterment of this city...it is not limiting in the 800000 numbers of users not like that it is for the betterment of the whole city.</p>	<p>B: Illustrating</p> <p>A1: Providing means of empowerment</p> <p>A1: Promoting social entrepreneurial network, innovation, and market access.</p> <p>(Strategies)</p>	<p>Row 15</p>

I am really hopeful about my venture and *I will definitely try my level best to replicate this model in the whole world.*

A2: focus on sustainable model

Appendix 2

SE-C

Original Expressions	Essences	Row number
<p>I don't know whether I am a social entrepreneur or not...yes <i>it's true that I love to think for society, work for society</i> and I have built up a boutique(dress set for new born baby, nokshikatha etc. by handicapped people specially women.</p> <p>I am a blind person, though I have completed my graduation on Law department at Chittagong University but I had to take too much hurdles in my life which may be I loved to take....there is a long history behind it.</p>	<p>B:Eidetic grasping</p> <p>A1: societal drive</p> <p>A2: strong attachment</p> <p>(Drive)</p>	<p>Row 1</p>
<p>I am a lawyer....i didn't practice ...I didn't practice means in our profession a junior must practice under senior but as blind I have some limitations...I cannot do any writing smoothly as I am blind...if any senior appoint me ..in his or her room 2 chair must be booked for me as I need one to assist me...so this was not possible...</p>		<p>2</p>
<p>As my father retired when I have completed my study ...that was a great pressure to me ...I have to engage myself in some economic activity...There is less or almost no possibility for handicapped person in government job...I have completed my study at law department in Chittagong University as I have mentioned ...but for me also it was difficult to get a job.</p>		<p>3</p>

<p>I have worked in a NGO where different type of therapy was given to the handicapped person...I used to observe....</p> <p>There came so many women who are physically challenged, even not educated then <i>thought I have completed my study from such a top university but struggled a lot to get a job. So what will be their fate? So I thought if I can do anything for them ...it would be great.</i></p> <p><i>I thought entrepreneurship which is more focused with disable people will definitely help the society.</i></p>	<p style="text-align: center;">B: Realizing</p> <p>A1: Prior experience, (Entrepreneurial drive)</p> <p>A2: expertise in education</p> <p>A1: Societal drive</p> <p>A2: attachment to society, noble work</p> <p style="text-align: center;">(Drive)</p> <p>A1: opportunity for transformation</p> <p style="text-align: center;">(Opportunity)</p>	4
<p>There was so many confusion in my mind...whether my family will support? Whether the society will believe on me?</p> <p><i>Whoever heard about my entrepreneurship were very much sure I am doing mistakes.</i></p> <p>First of all I am a female and blind how can I do entrepreneurship? I have one thing in my mind <i>that I will never lose hope whatever people think...I have to do something for them....</i></p>	<p style="text-align: center;">B: Remembering</p> <p>A1: Gender discrimination, challenges in attaining mentorship</p> <p style="text-align: center;">(Challenges)</p> <p>A2: Misperception</p> <p style="text-align: center;">B: Asserting</p> <p>A1: Entrepreneurial drive</p> <p style="text-align: center;">(Entrepreneurial drive)</p>	5

<p>So I started a small project nokshi katha with 2 -3 handicapped women....</p> <p>my focus was to develop their ability. Since inception <i>I have to fight with the fear that lies inside of mind and in the other's mind...</i></p> <p>whether we really will be able to start it?</p> <p><i>My neighbor were very curious and sometime they showed unnecessary concern for us which was obviously negative. ...</i></p>	<p>B: Asserting</p> <p>A1: Entrepreneurial drive (Drive)</p> <p>B: Remembering</p> <p>A1: negative perception (Challenges)</p>	<p>6</p>
<p>in 2011...</p> <p><i>I started with my little sisters help...I clearly remember in the beginning, She (sister) convinced me to be happy ...always suggest to be strong, confident at work.</i></p> <p>she was very good at sewing....we used to made nappi,baby Katha ,nima , set of baby's dress....we used to deliver this at relative and acquaintances house on demand.</p>	<p>B: Remembering/Recalling</p> <p>A1: Support from social circle (DRIVE)</p>	<p>7</p>
<p><i>Later in some many shops. After having a good response we think to participate in the trade fair....I got huge response from the people who have worked and also from the customers.</i></p>	<p>B: Remembering</p> <p>A1: Creating market access (Strategies)</p> <p>A2: Benefits/ capacity to expand</p>	<p>8</p>
<p>if I mention any financial source...that was a long story...</p>		<p>9</p>

<p>I am a member of Chittagong women chamber of commerce....i have a trade license on my boutiques. When I make trade license I went to many financial institution and applied for loan ...</p>		
<p><i>at first we go to bank...though there is a circular of issuing loan for handicapped person...but they do not believe that handicapped person can be able to repay the loan...I was also questioned in this issue...but I astonish why don't I be able to repay?...</i></p>	<p>B: Realizing A1: Challenges in attaining confidence, economic challenges (Challenges)</p>	<p>10</p>
<p>One day one foundation (YPSA) which is involved with social action came to our locality...they do lots of work for the blind person...senior member of YPSA was very known to me...so I asked them why don't they lend us money? I said I want to be your member and want to apply for loan....actually there was no need to get loan but was keen to sure whether they are confident to provide us any financial help or not?</p>		<p>11</p>
<p>They asked why you need loan. I replied I need for my NOKSHI BANGLA...they said ok your sister worked under us you can borrow loan in her name....but I asked why in her name why you are not considering me to borrow loan....one questioned frequently rounded at my mind why I am not able to get loan on my name....I want to prove them my ability....</p>		<p>12</p>
<p>Then they provide me a weekly loan....at first we used to borrow ready product from the root level and deliver it....but later we used to make clothes by buying plain clothes from market and stitches over there....after some time I have borrowed 2.50.000 lac tk loan...hired a shop immediately.....actually not only financial constraints ..</p>		<p>13</p>

<p><i>Aaaaumm it is really difficult to make believe the women who worked for me that they are also capable to contribute...</i></p>	<p>B: Reflecting</p> <p>A1: Gender Discrimination, challenges in negative perception</p> <p>(Challenges)</p>	
<p><i>Since childhood they treated like they are the burden for the family...</i></p> <p>many of them even don't get a chance to go school...</p> <p>.</p> <p><i>I make them understand that this boutique shop will give them power to think and live independently.....This boutique shop will give them the power to think and live independently.</i></p> <p><i>another problem I witnessed is consistency of my manpower. The women who worked under me was handicapped ...in various ways. They sometime lack their continuity due to some of their serious sickness or other family issues...</i></p>	<p>B: Remembering</p> <p>A1: Gender discrimination</p> <p>(Challenges)</p> <p>A1: Opportunity of empowerment, financial stability</p> <p>(Opportunity)</p> <p>A2: Transformation</p> <p>B: Remembering</p> <p>A1: Managing Workforce</p> <p>(Challenges)</p>	<p>14</p>
<p>When we just started to grow the pandemic shattered us ...but I am hopeful...if any trade fair happened we can overcome all my losses....</p> <p>when one day a girl working under me was cruelly bitten by her elder sister as she was not able to</p>		<p>15</p>

<p>contribute to the family as expected...then that stuck at my mind...</p>		
<p>what will be place of our in the society if family treats us like this?</p> <p><i>I have to do something for them.</i></p> <p><i>Actually I started this NOKSHI BANGLA with a hope....to change the perception of people over us....</i></p>	<p>B: Asserting</p> <p>A1: Entrepreneurial drive</p> <p>(Drive)</p> <p>A1:opportunity to empowerment</p> <p>B:Realizing</p> <p>A1:Self satisfaction</p> <p>A2: pleasure/feeling</p> <p>(Personal Drive)</p>	<p>16</p>
<p><i>I will definitely mention societal view is the great hindrances in the path of womenone day I went for an interview in an organization they told me I am not able to do the job as I have to move around...I said I can do...they said no...male can easily move around...but you cannot...that was also hit me....i have strong self-respect...In many bank they refused to make my account...I said I am Bangladeshii am citizen of Bangladesh so why don't I ?</i></p> <p><i>In my locality I know many foundation who lend loan to many person but they never thought about us...even consider us that we are also normal human being....</i></p>	<p>B: Asserting</p> <p>A: Negative perception of society</p> <p>(Challenges)</p> <p>B: Asserting</p> <p>A1: Networking Challenge</p> <p>(Challenges)</p>	<p>17</p>

<p><i>We didn't get any financial support from renowned institution except 1 or 2 institution....</i></p> <p>We used to provide free training in the site of computer...stitching...tailoring....<i>i always want to make capable the handicapped person</i>...actually from my childhood my mother has a very strong mentality ...with a limited income she convinced us to make happy ...always suggest us to be strong, confident at the work...actually since childhood I had a strong voice in my family...</p>	<p>B: Remembering</p> <p>A: Economic challenges</p> <p>(Challenges)</p> <p>A1: entrepreneurial drive</p>	<p>18</p>
<p>I always wanted to get educated....even now also I encourage my employee to at least get primary education</p> <p>I always wanted to do something for society...<i>without sound knowledge I know no body will listen to me....it gives me immense pleasure...</i></p> <p><i>currently there are 78 women (physically challenged) worked under me directly and indirectly...it really gives me immense pleasure</i></p> <p><i>Truly speaking it gives me the opportunity to serve the society and make the women financially stable.</i></p>	<p>B: Realizing</p> <p>A1: Preparation, education(challenges)</p> <p>B: Asserting</p> <p>A1: Building capability</p> <p>(Strategies)</p> <p>B: Realizing</p> <p>A1: Professional Contentment</p> <p>A2: Pleasure</p> <p>(Drive)</p> <p>A1: Opportunity for empowerment</p> <p>(Opportunity)</p>	<p>19</p>

<p>...believe me when I passed my time with them I got heavenly feelings.....Percentage of the boutiques profit are reserved for the member or new comer for training purpose. Since beginning of this boutique I was very much concerned about consistent earning so that I can reinvest the profits into the development of training and education of the member. Besides <i>that I am always keen to take training and attend workshops for further development</i> otherwise I cannot sustain in this complex environments.</p>	<p>B: Asserting</p> <p>A1: Building capability, preparation</p> <p>(Strategies)</p>	<p>20</p>

Appendix 3

SE-D

Original Expression	Essences	Row no
<p>Ok so I should start my conversation since my childhood. I was born in a village but my education was completed in good combined school.</p> <p><i>Gender issue was not a big problem....actually, this problem I have encountered at my university level.</i></p>	<p>B: Remembering/Realizing</p> <p>A1: Gender discrimination</p> <p>(Challenges)</p>	<p>Row</p>
<p>Shall I start from there? As my entrepreneurial journey started from there</p>		<p>Row 2</p>
<p>I was enrolled in a private university at the Department of Computer Engineering and I was so surprised that, I was the only female student at that time in that department. ahh actually two more female students were there ..but they were planning to quit.</p>		<p>Row 3</p>

So I was like why ...but I want to complete my degree and why they are planning to quit?		
Actually many women think jobs in IT, programming, and Coding, are not for females. These all are challenging jobs and mean only for boys.		Row 4
<p><i>People still not take women seriouslywomen can be good in coding, graphics. It is like a nightmare like...in that point, I would say my struggles began...</i></p> <p>And one more thing iforgot...marriage...uuuh <i>once you married your career is like finished...and if you have children then may be lead you to leave your work.</i></p>	<p>B: Asserting/ Realizing</p> <p>A1:negative perception</p> <p>(Challenges)</p>	Row 5

<p>See just you can compare with yourself also ..we continuously judged by our society ..</p> <p><i>I mean where not we are deprived in family, professional life like promotion, opportunity you know. Even you are deserving though...sometimes you may be completely ignored....</i></p> <p>So just you know...pause...</p>	<p>B: Realizing</p> <p>A1: Negative perception</p> <p>(Challenges)</p>	<p>Row 6</p>
<p>While entering into my first profession, in the coding department, I was again alone. <i>Coding is something I love, and enjoy. It became a bigger vision for me.</i> But it doesn't bother me much....</p>	<p>B: Assertion</p> <p>A1: Self-satisfaction</p> <p>A2: happiness/ pleasure</p> <p>(Drive)</p>	<p>Row 7</p>
<p>WID is like a dream for me. I started it in the year 2013.the name was from the theme “Digital Bangladesh”.</p> <p>I started thinking about how I bring morewomentothetechnology world.as women consists half of the</p>		<p>Row 8</p>

<p>population so how can we think even digital Bangladesh without them?</p>		
<p>This dream was not my alone dream.</p> <p><i>Ummm the most important motivation was my father, who has always insisted on me doing something for the nation of Bangladesh.</i></p> <p><i>My father told me ‘You are an engineer – take your initiative.’</i></p>	<p>B: Realizing</p> <p>A1: support from family</p> <p>A2: Inspiration/encouragement</p> <p>(Drive)</p>	<p>Row 9</p>
<p>This is creating a digital space or platform to help women... <i>this platform helps to access customers from all over the world, raise profiles, and also can showcase their work who engage with it.</i> It’s a digital solution. Here <i>I like to add my motivation came from my life experience . I have faced lots of struggles as a female in this industry. So I decided that I would do something to help other women overcome the struggles that I have faced...</i></p>	<p>B: Asserting</p> <p>A1: promoting network</p> <p>(Strategies)</p> <p>A2: market access</p> <p>B: Realizing</p> <p>A1: Experience</p> <p>(Drive)</p>	<p>Row 10</p>
<p><i>Now WIDBD is aims at empowering women in business and technology. Many of our female engineers are working across the country. Even they have developed mobile applications,</i></p>	<p>B: Realizing/Asserting</p> <p>A1: Opportunity to empowerment/ financial stability/transformation</p> <p>(Opportunity)</p>	<p>Row 11</p>

<p><i>websites and also water billing system...so see</i></p>		
<p>Our main client is from the USA and Australia...recent examples can be the water billing system that is also by WID.</p>		<p>Row 12</p>
<p><i>You know I witnessed many women have that spark but due to lack of practice or preparation, they lag behind.</i> Thought young girls from Kurigram, Mymensingh, even from Nepal are taking computer training from this organization.</p>	<p>B: Realizing</p> <p>A1: challenges in preparation/</p> <p>A2: difficulty</p> <p>(Challenges)</p>	<p>Row 13</p>
<p><i>Actually, struggles are in everywhere...not only in this digital space, not that.</i></p> <p><i>Women find challenges in every sphere of their life, in pursuing a higher degree, job in every case.so my enterprise is mostly women-centric and here I want to give answers to all. Like...ummm</i></p>	<p>B: Realizing</p> <p>A1: Challenges in preparation/</p> <p>(Challenges)</p> <p>A2: complexity</p>	<p>Row 14</p>

<p><i>To answer the society that women can also make an impact in a country. Do you agree?</i></p> <p>Do you know from when, how, and what phases I encountered struggles to make this impact?</p>	<p>B: Asserting/Realizing</p> <p>A1: Social drive/Empowerment</p> <p>(Drive/Opportunity)</p>	<p>Row 15</p>
<p>If I make a list the number one will I mean</p> <p><i>The first challenge (smile)I am a woman....</i></p> <p>Second I am a tech person, then I am a female tech person...then umm I work for women. Understand...</p>	<p>B: Realizing/eidetic grasping</p> <p>A1: Challenges</p> <p>A2: Complexity</p> <p>(Challenges)</p>	<p>Row 16</p> <p>Row 17</p>
<p><i>The challenges ,struggles are doubled when even you are sometimes not allowed to take such preparation...to overcome the challenge.</i></p>	<p>B: Realizing/eidetic grasping</p> <p>A1: Challenges</p> <p>A2: Complexity</p> <p>(Challenges)</p>	<p>Row 18</p>
<p><i>From the beginning of my journey it was my ambition that , I will not fight for my achievement, acceptance rather I want to see moreBangladeshiwomenare engaging in technology. I want to</i></p>	<p>B: Asserting</p> <p>A1: entrepreneurial drive</p> <p>A2: Capability/empowerment</p> <p>(Drive) /Opportunity</p>	<p>Row 19</p>

<p><i>empower them through technology you know...</i></p>		
<p>I am doing my level best, spreading technology driven training to the women.</p> <p><i>Every year we trained women from different places on computing technology. In our enterprise we provide free training, certificates, awards so that they get motivated..</i></p>	<p>B: Asserting</p> <p>A1: Building capability/Motivation (Strategies)</p>	<p>Row 20</p>
<p><i>Training are opening up new scope for the women who engaged with WIDBD. I would like to add again... WIDBD is the organization empowering women in business and technology to achieve their unimagined possibilities.</i></p>		<p>Row 21</p>
<p><i>I am determined to make my women empowered in every sense. If I can ..i will definitely bring more women into this digital technology..As digitalization is the ultimate choice so why not women?</i></p>	<p>B: Asserting</p> <p>A1: Entrepreneurial drive/social attachment/Empowerment/sustainable model</p> <p>A2: Capability (Drive) /Opportunity /Strategies</p>	<p>Row 22</p>
<p>Already this organization is attempting initiatives to empower rural women. Especially victims of child marriage, domestic violence,</p>		<p>Row 23</p>

widows, and divorcees are preferred to get free training in WIDBD.

The ultimate vision is to empower women of Bangladesh. And if you ask me how I feel ...I will say I dream big about this organization

Appendix 4

SE-E

Original Expressions	Essences	Row Number
<p>I would like you to recall your experiences, as they occurred to you, on your journey of being a social entrepreneur.</p>		
<p>Actually I am a very simple person and running a very small enterprise. If I start from the beginning it will be a long story. My journey was not smooth at all. I am third child of my parents among 5 siblings. We were not financially stable ...my father died when I was 9 years old. It was very tough for my mother to manage my whole family. But since my childhood I noticed that my mother always wanted to help the neighbor though we were not financially strong that time. <i>My mother always inspire us to help others.</i></p> <p><i>I think my entrepreneurial drive came from my family.</i> Once My education also stopped due to financial crisis. I thought I would never be complete my study.</p>	<p>B: Remembering</p> <p>A1: Family support</p> <p>(Personal Drive)</p> <p>B: Eidetic Grasping</p> <p>A1: Entrepreneurial drive</p> <p>(Drive)</p>	<p>Row 1</p>

<p>But that timeorganization helped the child like us who are deprived of education. Through this organization I have completed my study.</p> <p>This organization sometimes request me to motivate other girls to complete their study.</p> <p>Actually I was always an extrovert person.</p> <p><i>I always wanted to put my opinion whenever I find important. Since my childhood I had leading ability.</i></p>	<p>B: Reflecting</p> <p>A1: Entrepreneurial drive (Entrepreneurial Drive)</p> <p>A2: Expertise</p>	<p>Row 2</p>
<p>I have raised this ability due to this organization.</p> <p>Whenever they told us to fix a meeting regarding gender awareness or protesting on violence, ensuring education, or different awareness program .</p> <p><i>I was always get ready to deliver my 100 percent effort.</i></p>	<p>B: Asserting</p> <p>A1: Entrepreneurial drive</p> <p>(Entrepreneurial drive)</p>	<p>Row 3</p>
<p>Besides attending different awareness program I was interested to develop myself in some area. For that I took training on sewing, cutting and tailoring and also took training on parlor.</p>	<p>B: Asserting</p>	<p>Row 4</p>

<p><i>Soon I was economically solvent but my inner mind always wanted to do something for the girls who was like me.</i></p>	<p>A1: Societal drive</p> <p>(Societal Drive)</p> <p>A2: value creation</p>	
<p><i>I was planning to do something which can be helpful for the girls and women and also for the society.</i></p> <p><i>Here also this..... organization helps me a lot by providing necessary information and consultation.</i></p>	<p>B: Asserting</p> <p>A1: societal drive</p> <p>(Societal Drive)</p> <p>A1: Opportunity for empowerment</p> <p>(Opportunity)</p> <p>A2: Transformation</p>	<p>Row 5</p>
<p>I started my enterprise by comprising 5 girls. At first I opened a parlor in my house. And I gave training to them with an absolutely free of cost. They were very happy to take that training. Soon after someday the parlor became popular in that locality. Some more girls also wanted to take training. I thought if I want to think bigger then I have to take more initiative. With the help of this I took initiative to establish an enterprise besides my parlor. <i>“Rangdhanu enterprise” is like my child.</i></p>	<p>B: Realizing</p> <p>A1: professional contentment (feeling of happiness)</p> <p>(Drive)</p>	<p>Row 6</p>

<p>Here we sell homemade food, handmade crafts, cloths other necessary accessories in the enterprise. I bring inventories from the distant places. I target traditional products. I always bring raw products or semi-finished inventories from marginalized places.</p> <p><i>My motto is to develop marginalized people through buying things from them and creating employment opportunity to the deprived women in this enterprise.</i></p> <p><i>My vision is to empower women through creating employment.</i></p> <p>Since its inception, <i>I always wanted to encourage women to utilize their skills.</i></p> <p><i>As I said I think dedication is utmost important to achieve anything in life.</i></p>	<p>B: Asserting</p> <p>A1: Opportunity of employment</p> <p>(Opportunity)</p> <p>A1: Opportunity</p> <p>(Opportunity)</p> <p>(Strategies)</p> <p>B: Reflecting</p> <p>A1: Capability</p> <p>(Strategies)</p>	<p>Row 7</p>
<p>My family members are always besides me even in the pandemic situation they supported me in all way possible. I actually think dedication is utmost important to achieve anything in life. I must mention about the family support which help me a lot to come this way.</p>	<p>A1: Family support (social circle)</p> <p>A2:Encouragement</p> <p>(Drive)</p>	<p>Row 8</p>
<p>As I said it was not easy to suddenly start this enterprise. <i>If I look back into the barrier I would definitely say</i></p>	<p>B: Remembering</p>	<p>Row 9</p>

<p><i>negative social view on women is in top.</i></p> <p>My mother had to tolerate so much negative about me.</p> <p>Actually <i>our society is not ready yet to value of women. Many a time I found difficulty to run my parlor and enterprise due to the goons of our locality. I must mention Allah is beside me.</i></p>	<p>A1: Negative perception</p> <p>A2: Misperception</p> <p>B: Asserting</p> <p>A1: Gender discrimination</p> <p>A1: Remote region</p> <p>(Challenges)</p>	
<p>Another lacking is financial support.</p> <p><i>Bank and other financial institution are not ready to operate exactly as they mean through their declaration.</i></p> <p>Actually all this lacking, protocols start through the underestimation process on women.</p> <p><i>One more thing I want to add in this society trust issues is another barrier. In my case initially women with whom I want to open this enterprise even they were not ready to believe on to a women.so I think it is a big barrier.</i></p>	<p>B: Asserting</p> <p>A1: Financial constraints</p> <p>B: Realizing</p> <p>A1: Negative perception (mistrust)</p> <p>(Challenges)</p>	<p>Row 10</p>
<p>This is not the end of the barrier I mentioned. It is only for the initiation stage.</p> <p><i>If you became successful in making your enterprise then come your real challenges. Challenges related with managing people. As I said I worked with the women who are deprived. But when they became financially solvent</i></p>	<p>B: Reflecting</p> <p>A1: Challenges in managing people</p> <p>(Challenges)</p>	<p>Row 11</p>

<p><i>or get married they became reluctant to make their own identity.</i></p> <p>So the enterprise need to search again for the employee who is going to took the hurdles like training, and want to engage enterprise like us.. But I want to add that I still believe in dreaming. <i>No matter what if I can help to create identity for one women it will give me immense pleasure.</i></p>	<p>B: Assertion/Asserting</p> <p>A1: Self-satisfaction (pleasure)</p> <p>(Personal Drive)</p>	
<p>In every, month I call meeting with the employee who worked under me, presently it has 36 women who are engaged in my enterprise .</p> <p><i>I believe my enterprise will surely provide them benefit both economically and mentally.</i> Soon they became financially stable. They also share “<i>we can exercise our decision making ability in the family</i>”. <i>They share with me many a time about this matter.</i></p>	<p>B: Realizing</p> <p>A1: Financial stability/motivational rewards</p> <p>(Opportunity and Strategies)</p> <p>A1: Empowerment</p> <p>(Opportunity and Strategies)</p>	<p>Row 12</p>

	A2: Build Capacity	
<p>Even they expressed their gratitude that their hidden talent was not valued before. We have participated in trade fair this year for three times and we got huge response. <i>I believe to create market access this type of fair or government initiative is very necessary.</i></p>	<p>B: Realizing</p> <p>A1: Market Access</p> <p>(Strategies)</p>	Row 13
<p><i>It's true that many ups and down is related with this enterprise but concentration, hard work, innovative ideas is essential to make this enterprise sustainable.</i> I want to add there is no alternate of education.</p> <p>Though I am not that much educated but every day <i>I learn from the environment about how to survive, how to create value to my society, how to make deprived women be focused for their identity.</i></p>	<p>B:Assertion</p> <p>A1, A2 : Sustainable Model</p> <p>(Strategies)</p> <p>B:Reflection</p> <p>A1: Social values</p> <p>(Strategies)</p>	Row 14
<p>My only focus is to make women at least noticeable in the society. <i>I have a long dream to establish this enterprise in such a way so that the women who engaged in this enterprise can find their inner happiness like me.</i></p>	<p>A1: Self satisfaction</p>	Row 15

Original expression	Essences	Row number
<p>Thank you for the question and the interview. <i>I am an educator primarily I'm an educator and entrepreneur by chance.</i> I started my career at teaching at north south university as a teacher in international relationship and political science. And in my classes, I needed my student to engage with me. AHHHH...analytically analyze their critical thinking abilities, analyze current events and predicts future events. But ahhh persistently I find the gap. Ahhh this student..I supposed to be like coming from good backgrounds, more or less.....<i>Persistently I saw the gap in to way the student was struggling to articulate their thoughts</i> whether it was in writing or in orally ahhh and this started like. This been me very frustrating....</p>	<p>B: Remembering</p> <p>A1: prior experience</p> <p>Personal Drive</p>	<p>Row 1</p>
<p>Sure</p> <p>I started looking deeper...I found out that...the problem was articulation whether it is writing or orally</p> <p>...the root is like very deep down. It's in the primary level. Where Students are failing to achieve their root level competencies.</p> <p>Foundational skills like ability to read, write.</p> <p><i>That's why I felt like my contribution at the tertiary level.</i></p> <p><i>Actually no impact what I want to ahhhhhhI was not be able to help to the poor at the root. That's when while I was teaching at north</i></p>	<p>B:Realizing</p>	<p>Row 2</p>

<p><i>south university.... I established a school with the help of friends and family in Tangail ..</i></p>	<p>A1: strong attachment for people</p> <p>Personal drive</p>	
<p><i>Uummmm I established a school with the help of friends and family in Tangail . It's a large school .its "Alokito Hridoy School". That's where we recreated the environment as many government school to really understand the eco system of the school in order to be able to solve the challenges that emerges in that time instead of taking like solutions from different research and studies and looking at the other things. <i>I first tried to understand what the problem was and I have many human centered design to work that sort of challenges.</i> So this challenges emerges and became need different approaches. Mainly this approaches were teaching learning approaches to improve student learning outcome, to improve teacher student relationships, and to improve the classroom environment</i></p>	<p>B: Remebering</p> <p>A1: Support from friends and family/social circles (Personal Drive)</p> <p>B: Remembering</p> <p>A1: Problem Identification</p> <p>(Entrepreneurial Drive)</p>	<p>Row 3</p>
<p>The idea of the large school was essentially is that what we see working in the school we'd take it up to the government ahh use the data and the school to seek ahh grants within the government primary school to test this approaches and to scale this approaches into the government primary school.</p> <p>As I said im a teacher and usually I have lots of hesitation comes when it comes to social entrepreneur. <i>Entrepreneurship is something that I have taken up to solve a problem of education so for me the main I think goal ahh or the drive is solving the problem of education.</i> When I see the problem of education it is the problem of students not learning ahh</p>		<p>Row 4</p>

<p>their competencies foundational level, the problem of very imbalance relationship among teacher and students are very dictatorial environment in the classroom you know. This are the problem you know iterating.</p>	<p>B: Recalling/remembering</p> <p>A1: entrepreneurial mind / drive</p> <p>A1: Self satisfaction</p> <p>(Personal Drive)/Entrepreneurial drive)</p>	
<p>Your other question was what sort of challenges I have face. Right..</p> <p><i>I think challenges would be balancing with the role of the entrepreneur and educator. Because entrepreneurship is essentially doing something in way that is sustainable.ahhh and education is...in one ..ahhh i think it's a right of citizenship ..on the other hand entrepreneurship is which is sustainable ahhhhow how do I supposed to..so that key challenges were how I can make entrepreneurship sustainable ahhh ensuring people get their right in a esteemed quality but at the same time ensuring this organization branch in that quality...I think that's where the challenges lies..</i></p>	<p>B: Realizing</p> <p>A1: challenges in attaining preparation</p> <p>(Challenges)</p> <p>A1: sustainable business model</p> <p>A2: sustainable plan/ operation</p> <p>(Strategies)</p> <p>A1: challenges in attaining preparation, education.</p>	<p>Row 5</p>
<p>Off course this challenges exist and they eagerly accepted or they taken up the welcoming that the problem would be persist ahhh there are many challenges but also there are scope for the solution. We are working on.</p>		<p>Row 6</p>

<p>The need for the solution even more in depth than the challenges exist.</p> <p>The challenges in times of getting into the government school the challenges in term of getting in the private schools ...so there are these sorts of challenges definitely.</p>		
<p><i>So that's what I was saying... the challenges related with financial was there in the the paid model to the school...</i></p> <p>because there are different plans like school plan, teacher plan, trainer plan and so on .so when we ..The teacher are , schools are , trainers are buying this plans a lot of the time .</p> <p><i>.i think it takes time to see value in education ..it takes time to see value in training and this can be challenging ..i think once when you have few loyal school or teacher who kind of become spokesperson for you. Who kind of become advocate then they spread the world and other school and teachers.</i></p> <p><i>So yes there are challenges in term of finances...</i></p> <p>ahh but then there also hope for scenerios.so in term of in a broader scale to ensure financial <i>challenges</i> .</p> <p><i>we have a revenue scheme at the same time we have fundraising approaches and we also balancing our plan according to it</i></p>	<p>B: Remembering</p> <p>A1: challenges in attaining preparation, education and confidence</p> <p>A1: financial challenges</p> <p>(Challenges)</p> <p>B: Recalling/illustrating</p> <p>A1: opportunity for financial stability.</p> <p>(Opprtunity)</p>	<p>Row 7</p>
<p>This is why you'll see it as te organization is under processing.. it is functioning as a social enterprises but it is listed under NGO's.so its give the scope to ahhh applied for grants.</p> <p><i>Grants from like pretty esteemed international</i></p>		<p>Row 8</p>

<p><i>organization which also give us the credibility and mileage.</i></p>	<p>A1: Market access</p>	
<p><i>We have an MOU with the ICT ministry and ministry of education...aaahhhh now government always you know they always have bureaucratic layers,,...its time consuming and it can be challenging ..That's what the real challenges to ensure planned work need to be done.</i></p>	<p>B: Illustrating /Recalling</p> <p>A1: Market Access (Opportunity/Strategies)</p> <p>A1: Challenges in networking (Challenges)</p>	<p>Row 9</p>
<p>It wasn't very positive ...<i>anybody going from Dhaka you still featured like a foreigner. It wasn't that positive and when you are a women ahhh its even harden. Off course there was challenges and initially they were taking the school as student will go to dance and play and sing in the class.</i> Initially when we have frequent teacher and parent meeting they started having senses what the student and teacher were actually doing and how we selling this innovation into other schools across Bangladesh. I think they gained a lot of confidence on us. And what started with the 100 student now 300and 50 plus sudents.so Alhamdulillah the parents and the community building their confidence in us.</p>	<p>B: Realizing</p> <p>A1: gender discrimination</p> <p>A2: Misperception</p> <p>A1: negative perception of the people</p> <p>(Challenges)</p>	<p>Row 10</p>
<p>I Let me share what I'm thinking so currently we are going in the direction of girl's education focusing on girls dropout child marriages and quality education for girls. I think these are the big challenge for the country like us and not sufficiently addressed <i>and I see scaling our approaches handling or tackling these challenges.</i></p>	<p>B: Realizing</p> <p>A: Opportunity to Grow (Opportunity)</p> <p>A2: market access</p>	<p>Row 11</p>

<p><i>We are stable organization other than that our forecast is scaling across many schools. Currently in the big cities like Dhaka Chittagong sylhet...so driven ahh our acceptability ahh the way the schools are finding our service I see this scaling will be soon crossings Bangladesh.</i></p>	<p>A1: Promoting Market Access</p> <p>A: Opportunity for financial stability (Opportunity)</p>	<p>Row 12</p>
<p><i>Ahh well I again repeat this I'm an entrepreneur by chance the code principle of my practice is to understand the problem very well.. Become coming into any conclusion and before jumping with some shiny practices.so as an entrepreneur that's what I prioritize. To ask question, to understand the problem. Even I have a certain solution I take it to the users to see how well it would fit or how well it give. With the open mind open this iteration.no innovation happen overnight.so exactly my aspiration in my life. Iterate based on the needs of the people I'm trying to share. Iterate,,, recycle thought.</i></p>	<p>B: Realizing</p> <p>A1: Building entrepreneurial capability</p> <p>(Strategies)</p> <p>A2: Problem identification</p>	<p>Row 13</p>
<p>I said it's a social enterprise model but legally it is in the nonprofit umbrella.it run as a social enterprise but the legal framing is nonprofit. Basically we are social enterprises so that we can sustain. <i>There is no legal proof for a social enterprise in Bangladesh constitution.</i></p>	<p>B: Assertion</p> <p>A1: Challenges (Challenges)</p>	<p>Row 14</p>
<p>I hope my experience will effectively contribute to your thesis</p>		<p>Row15</p>

Appendix 6

SE-G

Original Expressions	Essences	Row Number
<p>Apu my name is zarin tasnim.i am working from Nilfamari .My really...ummmif I tell from the starting...ahhhh.I started from the middle class family. Period of corona....that time actually...means the situation of our country was very bad...for the reason of corona...many people were unemployed...then the situation of the country was very crucial in the time of 2020...the last of November...actually...I.....I want to tell my background...if you don't mind....</p>		Row 1
<p>Yes off course..</p>		
<p>My father was senior officer from Bangladesh Biman Bahini(air force)....due to his job purpose I need to continue my study in different places...that time we our hometown in Thakurgaon.</p>		Row 2
<p>Before corona pandemic period I was married...I married in the year 2018 in Nilphamari. In the period of corona my father was in Dhaka, Headquarter. Since my childhood I belong to middle class family. The mind set up of such type of family is like whatever parents decides track for the children they need to obey that.</p>		Row 3

<p>may be imagine that we someday enter into a corporate job sector or get admission in any reputed university. I was meritorious since childhood. In all my Board exams I got GPA 5 and also got star (remarkable marks) in some subjects.so...and I also participated in many scholarship exam and also got talent pool scholarship in many. They expect that may be someday I became doctor or engineer. Actually,,,,,,,,with the wish of allah...one incident happened with me ...in the first attempt...</p>		Row 4
<p>before admission test I affected with jaundice, and that was near to like liver cirrhosis. Even in the 2nd attempt I was pregnant about 8 months so nothing good happened with me.</p> <p>They This was the incident of 2019....and after some time my full family was affected with covid. My father was posted in Dhaka headquarters...so....due to Covid he was died in October 22 in 2020</p>		Row 5
<p>So ...it was like...<i>in my life the big inspiration was my father</i> ...when even I didn't get chance in admission test that time also my father was very supportive...when the other family member was ignoring me...but when he left ...it was a huge mental pressure for me. Immediately after my father's departure my mother was also very sick...and she put less attention or priority on me.</p>	<p>B: Remembering</p> <p>A1: Family support</p> <p>A1: Family support</p> <p>(Drive)</p> <p>A2: Encouragement</p>	Row 6
<p><i>But in that frustrating moment my husband help me a lot. He actually support me and make me understand that, you can do many things in life...to be a doctor or engineer only this issues are not</i></p>	<p>B: Remembering</p> <p>A1: Family support</p>	Row 7

<p><i>big issue. You can also do something for the people</i> That time the scenario of Nilphamary was such that whoever did job in Dhaka or outside they came back and the scenario of business was also not good at all. The situation was very bad that time.</p>	<p>(Drive)</p>	
<p>That time we husband wife decided that we can do something apart from job . Actually that time we train some women on handicraft...<i>which I learn from my aunt..... that time I give training to 10 to 15 days in my village...I provide free training....and I make some product which I tried to sale in the online.regarding hand stich I didn't have academic course that time... actually I learn primarily from my mother and aunt....besides that I did some online coaching....some techniques I have learnt from you tube...from different way I tried to keep learning.ummm</i></p>	<p>B: Remembering</p> <p>A1: Prior Experience, support</p> <p>A1: Training, opportunity</p> <p>(Drive)</p> <p>A1: Prior experience</p> <p>(Drive)</p> <p>A2: skills</p>	<p>Row 8</p>
<p>So I tried to make many products. At first we started from baby nakshikatha....it was very popular and we got quite good response from online....then <i>we started to train people by visiting their houses. We provide training in 2 3 villages and we have formed 50-60 human resources at that time. Then some group leader emerged from the team....</i></p>	<p>B: Recalling</p> <p>A1: Providing training opportunity</p> <p>A2: Transformation</p> <p>(Opportunity)</p>	<p>Row 9</p>
<p>lack of work prevails that time in our village...and I noticed that....i used to visit many places due to my father's transfer...and I noticed one</p>	<p>B: Realizing</p>	<p>Row10</p>

<p>thing that...<i>women faces several problems especially lower middle class women...many of them still dislike working in outside from home.</i> Our trainer were supposed to train women in their home and among them one group leader selected from team...and this leader came to us and borrow our designed dress and complete it within remaining at home.<i>so they easily get opportunity to earn money</i></p>	<p>A1: Remote Region</p> <p>(Challenges)</p> <p>A1: Opportunity to financial sustainability</p> <p>(Opportunity)</p>	
<p><i>In our north region there is a big problem of early marriage due to poverty. They want to give marry their daughter at very early age.</i> Nowadays many people are aware that if I let my daughter marry then she will face problems...</p>	<p>A1: Challenges of the region</p>	<p>Row 11</p>
<p>But actually sometime poverty exceed awareness,,,,,sometimes it may happened that a parents have more than 5 or 6 child...maximum are girl...so it is sometime unable to manage all by their father....sometime they understand they are letting their girl child early marriage but there see no scope...</p>		<p>Row 12</p>
<p><i>Here educational expenses, personal expenses or pocket money of a girl can availed by engaging her in this work besides education.</i> So their parents also feel happy for them... due to limited hardwork parents are also happy.</p>	<p>B: Asserting</p> <p>A1: Opportunity for financial stability</p> <p>(Opportunity)</p>	<p>Row 13</p>
<p><i>Till now the scope of work are covered by different aged people ...like from children to old people. Now it has almost 500 manpower especially women.</i> We started by baby katha but now we gradually</p>	<p>B: Asserting</p> <p>A1: Creating employment opportunity</p> <p>(Opportunity)</p>	<p>Row 14</p>

<p>added saree, Panjabi, jute, jute type product, bamboo, hogla pata etc.</p>		
<p>Actually apu during covid time when my father died I was quiet unstable....<i>that time my husband told me that ..see Allah (swt) created you for some purpose definetly..Do something so that your life can be satisfying....and really since the beginning of my work to till now I feel self-satisfaction ...</i></p> <p><i>I was really eager to do something for people so that my testimony will remain even after 100 years of my death.</i></p> <p><i>So I work by holding that planning into my mind.</i></p>	<p>B: Remembering/Realizing</p> <p>A1: Family support</p> <p>A1: Self-satisfaction</p> <p>A1: Self-satisfaction, societal drive</p> <p>(Drive)</p>	<p>Row 15</p>
<p><i>Actually I started my business with huge risk.</i> When the risk was small ..the item was also small but eventually the risk was growing by balancing with bigger work.</p>	<p>B: Remembering</p> <p>A1: Challenges</p> <p>(Challenges)</p>	<p>Row 16</p>
<p><i>Uuum aah actually When I started my business I had not strong academic background...</i>the risk...I mention especially financial risk. When a women start a business and a men start his business...it is comparatively easy for the men I believe. Above that I am a mother...I have a baby..</p>	<p>B: Realizing</p> <p>A1:preparation</p> <p>A2: Personal limitation/capability limitations</p> <p>(Challenges)</p>	<p>Row 17</p>
<p>Even above that social difficulties...</p> <p><i>my husband was very supportive since beginning.</i> He has completed his study in Dhaka. And I also completed my study from Dhaka.</p>	<p>B: Remembering</p> <p>A1: Negative Social Perception</p> <p>(Challenges)</p>	<p>Row 18</p>

<p>And I was let's say medium brilliant student.it was a great hope of both of us that we will do corporate job in future, friends of my husband are engaged in some reputed sector. But we started business...from his family they were not telling us anything but my family didn't accept this.<i>My mother, relative took this matter very negatively. They thought that husband wife both engaged with business what will happened to them....</i></p>		
<p><i>Even my family is quiet reputed here. My grandfather in law was the chairman of this region. We had started from making nokshi katha...so they tease us tha"husband wife both will sale baby katha by carrying katha from door to door (..even now also I get such criticism).</i></p>	<p>B: Remembering</p> <p>A1: Negative Social Perception</p> <p>(Challenges)</p>	<p>Row 19</p>
<p>My husband had a firm...so from that firm he borrowed funds for me. Apart from that Byeah inaugurate a competition named.....actually from that period I have connected with Byeah.</p> <p>I was the winner winner among 2500 entrepreneurs. I got 300000 tk fund as prize money.</p>		<p>Row 20</p>
<p><i>Byeah organization help me to reach out to Biniyog org...I need fund that time...both from them I got fund I set up a factory in front of mine house. Besides that, my husband also help me a lot by providing fund.</i></p>	<p>B: Remembering</p> <p>A1: Financial support</p> <p>(Opportunity)</p>	<p>Row 21</p>
<p>When I stared my business from that period to now,,the problem is</p>		<p>Row 22</p>

<p><i>....ummm inadequate training regarding hand stitch, handicraft in whole Bangladesh. There are no academy where you learn everything which you want in a single platform. I don't know about any other thing...I m talking about only handsticth....as I know that.</i></p>	<p>B: Realizing</p> <p>A1: Challenges in attaining training, education</p> <p>(Challenges)</p>	
<p>Many entrepreneurs did not have the same mentality....in my case I met some people to whom I visited and asked for sharing knowledge regarding some issues they spontaneously teach me. Again some entrepreneurs who are very well known but didn't show any effort to teach me.</p>		Row 23
<p>Then maybe I bought some products from them and carefully looked how it made and tried to learn even some time I saw some products in showroom then bought it and identify how to make it...this way I tried to enrich my knowledge.<i>I felt training facility is not very friendly.</i></p>		Row 24
<p>In our country perspective product made of hoglapata...we don't get such training on this issues. Sometime it may happen I visited to many people to learn this ...but nothing happened...<i>actually the learning journey was very hard. nobody asks in free mind"please come I will teach you"</i></p>	<p>B: Asserting/Realizing</p> <p>A1: Challenges in attaining training and education</p> <p>(Challenges)</p>	Row 25
<p><i>Some course are running from governmrnt comprising 3 month training session comprising 3 or more month on nokshi or block batik...but was not possible for me...in case of online courses maximum courses charges 1000 to 1500 to gain knowledge regarding</i></p>		Row 26

<p>block or applik work....but then also they didn't let us learn the whole techniques.</p>		
<p>At first whoever work with me... we are like a family....at first whoever come in our family we try to provide free training ...in this training suppose we go to a village and there exist 50-60 women ...<i>we provide them free training. or sometime we take 30-40 tk sometime I also contribute a fund and arrange a kind of picnic...they enjoyed it. Among this 50 people assume that 10-15 women work with us...and the other women can also independently work...but if they want they can sale their product to us...so that they don't want to go any other selling point. They can charge fair price by selling their product in wholesale price.</i></p>	<p>B: Asserting</p> <p>A1 : Motivational Rewards</p> <p>A1: Opportunity for Employment</p> <p>(Opportunity/Strategies)</p>	<p>Row 27</p>
<p>Many of my locality came to me so I try to help them so that which sufferings I got for pursuing training they don't face it. Our trainer train them... <i>Business is not only about selling and profit. It must have a selling point. There is scope of learning regarding product sourcing. I try to train them on these issues.</i></p>	<p>B: Asserting</p> <p>Opportunity to gain knowledge</p> <p>(Opportunity)</p>	<p>Row 28</p>
<p>Actually the existing scenario of our country....the handicraft item on which our work is dependent...in this <i>work variation is needed. People always want new product or design. People want variation in things.</i></p>	<p>B: Asserting</p> <p>A1: Innovation</p> <p>(Strategies)</p>	<p>Row 29</p>
<p>I am trying my best...In past many handicraft item was made and sold to the people but gradually it loses its appeal...so <i>i am trying to work for that and also I will try to add more</i></p>	<p>B: Asserting</p> <p>A1 : Creating market access</p>	<p>Row 30</p>

<p><i>products with more variation.so that customers will not notice same product in twice visit.</i></p> <p>I also focusing on selling product in outside.</p>	<p>(Strategies)</p>	
<p><i>BYEAH helped me a lot to gain knowledge regarding export info.</i></p> <p>For pursuing loan facilities, many expert were provide knowledge. In case of marketing also they support us...apart from that mentorship also there.</p>	<p>B: Realizing</p> <p>A1: Opportunity Networking, mentorship</p> <p>(Opportunity/Strategies)</p>	<p>Row 31</p>
<p><i>My wish is to flourish this handicraft item again with proper variation I will try to regain the heritage of this almost obsolete handicraft culture. By doing research, applying innovative touch again we can make this and will try to export this product.</i></p>	<p>B: Asserting</p> <p>A1: Sustainable Business model</p> <p>(Strategies)</p>	<p>Row 32</p>
<p><i>Apu actually skill development is mandatory...personal skill development is mandatory...then networking is also important. Suppose you have a very good idea. But if you sitting in house with this idea you cannot achieve anything. Even funding is also dependent on your skill that how can utilize it with proper networking. You have to raise fund by preparing yourself. By developing skills and then only...fund is needed within a certain period of time and within certain limit. Excess fund in a short period may also create problems.</i></p>	<p>B: Realizing</p> <p>A1: Skill development</p> <p>A1: Networking</p> <p>(Strategies/Opportunity)</p>	<p>Row 33</p>
<p><i>Actually apu...when I started my work ...yes my niat was that I want to do something for people...</i></p>	<p>B: Realizing/Asserting</p> <p>A1: Strong attachment towards people, value creation (Strategies)</p>	<p>Row 34</p>

<p><i>Within 1 year of my enterprise I find that inspiration.... I felt that even a govt secure job cannot satisfy me like this..i will not go for that.</i></p> <p>Actually apu the position which I go through you cannot imagine...<i>the women who never thought this...they now generate income.They are supporting their family.</i></p>	<p>A1: Professional Contentment</p> <p>(Drive)</p> <p>A1: opportunity for income generation</p>	
<p>I know many person...<i>The women who never expect to be self-dependent, may be they were bound for early marriages even they are now generate income. They are supporting their family.</i></p> <p>...</p>	<p>A1: Opportunity for employment</p> <p>(Opportunity)</p>	<p>Row 35</p>
<p>Even in one family husband is not good ...<i>the wife are taking all the responsibility alone.</i> Actually there is a great satisfaction by observing this. <i>This satisfaction can only be felt by keeping myself within this. I cannot express my feeling. I want to work for more women. I want to reach to many women,, actually they are my inspiration.</i></p>	<p>B: Asserting</p> <p>A1: opportunity for employment</p> <p>(Opportunity)</p> <p>A1: self-satisfaction (Drive)</p> <p>A2: happiness</p> <p>A1: opportunity to create employment</p> <p>(Opportunity)</p>	<p>Row 36</p>
<p>Actually the life of an entrepreneur is very risky...even every moment is unforeseen for them.In job thre is certainty that I will get a certain salary in every month. I will keep secure my family.</p> <p>But an entrepreneur are always lead an uncertain future. The most important is mental strength. There will be many obstacle in life, many people will tell many thing but <i>an</i></p>	<p>B: Asserting/ Realizing</p>	<p>Row 37</p>

<p><i>entrepreneur should be stable ...if he/she is broken then nothing good can be achieved. And to give inspiration to an entrepreneur the self-mental strength is very important. That is quiet enough for them.</i></p>	<p>A1: Sustainable model</p> <p>(Strategies)</p>	
<p>Actually, our primary slogan is we don't want job but we believe in entrepreneurship.</p> <p>If we consider the context of Bangladesh it is quiet impossible for a govt to bear all peoples expenses ...it is quiet impossible. But we didn't change our mentality yet...the educated person need to go ahead and aim to do something for the society. If we want to contribute with our government...actually we have..just because we dropped out from somewhere and want to become entrepreneur no like that...We still cannot change our mentality so the educated people need to come forward and change the scenario. Come into this path with such type of mentality is not right...</p>		<p>Row 38</p>
<p><i>My main target is women empowerment...I am also walking in the same way</i> But I am more concerned about child marriage...due to the deteriorated situation and poverty....parents are more concerned about their daughter. So if they engaged with this type of activities they will never find scope to do any bad things in near future. Beside study they are engaging with work. Even I am more concerned about the fact that</p>	<p>B: Asserting</p> <p>A1: Empowerment</p> <p>(Opportunity)</p>	<p>Row 39</p>

<p>women should also give best possible time for their children....that's why preferred work from home. So that they can share quality time with their children and also earn money for their living.</p>		
<p>We are hopeful that we can minimize the rate of child marriage in our locality. And one more thing. We are. How do I explain we see that a young child need mother...<i>so we are trying that how hassle free work environment a mother get like work from home so that children also get chance to pass quality time.</i></p> <p>If any person or entrepreneur need any help please let me know ...I will try my best to help them...</p>	<p>B: Realizing</p> <p>A1: Sustainable operation</p> <p>(Strategies)</p>	<p>Row 40</p>
<p>I want to reduce poverty. In my factory 99% are women. I make sure women empowerment. <i>I want to ensure workplace safety.</i></p>	<p>B: Asserting</p> <p>A1: Sustainable operation</p> <p>(Strategies)</p>	<p>Row 41</p>
<p>Many people find financial independence here. So that's the story of mine.</p>		<p>Row 42</p>

Appendix 7

SE-H

Original Expression	Essences	Row number
<p>Ok I think im if I give you a little bit of my background why I become a social entrepreneur. As basically as you know I have studied in Chittagong....I was there till class 8. Then I have completed my ‘O’ level and ‘A’ level from Scholastica. Then when I pursuing my higher studies in London. Actually I wanted to go for urban design. That was my one of my most favorite subject. And then my dad was like he was almost like are you mad?.</p>	<p>B: Recalling</p>	<p>Row 1</p>
<p>Then my next favorite subject was economics. And I get economics. Then later on I did my masters in finance and economics. I used to really love economics. That was my second favorite subject which I truly love. And then just right after I graduated, I worked in finance ...ahh ahh... a sector called hedge fund. When I didn’t spell hedge funds (smile). Actually it was very new to me...and there I have ended up spending 7/8 years of my career. And so my banking career, alternative investment, investment management, investment strategy and they were all in London. First year. When I was looking for a job ...I didn’t find job in banking.. So actually I work in a construction company because I needed the work permit then I move to finance</p>		<p>Row 2</p>
<p>And then after working almost like 8 years then basically what I’m getting to in ummm...whats your question? How I have become a social entrepreneur? <i>I think at the start of all of this entrepreneurship is happenedas it’s very important to understand</i></p>	<p>Recalling:</p> <p>A1: entrepreneurial drive: solving problem</p>	<p>Row 3</p>

<p><i>whether we are able to solve any problem?</i></p> <p><i>Only holding the name of social entrepreneurship it doesn't make any sense. To be very honest I'm women, I tick the box , or I'm serving to the women I tick the box actually whether I'm solving any problem ..:or not? right</i></p> <p>and then after 8 years of working there then basically what im getting to it...</p> <p>.</p>	<p>A1: positive intention to solve problem</p> <p>A1: perception regarding gender discrimination</p> <p>B: Assertion</p> <p>A1: Discrimination issues</p> <p>(Challenges)</p>	<p>Row 4</p>
<p><i>I became an entrepreneur to solve problem that where do the women go</i></p>	<p>A1: Entrepreneurial drive</p>	<p>Row 5</p>

<p><i>when they have a very personal question to ask about their body..</i></p> <p><i>And the reason of mine came from very personal reason of mine...one is my own I was pregnant that time then the other Is my mum whos name is Maya and I named maya after her name.</i></p>	<p>B: Recalling</p> <p>A1: Prior experience (Drive)</p>	
<p>So I was pregnant and then ammu my mum has breast cancer actually she was recovered very well from her breast cancer. She was lucky to get her treatment in abroad. But she fell into depression and what happened thattaboos. She didn't want to go to the psychologist and therapist....</p> <p>She Just started alienating herself ...she doesn't allow us to touch her...she just think her jermes are going to us...so as a family it took a lot of umm stress..</p>		<p>Row 6</p>
<p><i>Those two personal reason make me think...so there is problem there which need to share...my mum she was very exposed, educative even though she was a home maker she was very well travelled, well exposed, educated and for her to feel like that ...<i>imagine so many other women are feeling like what ...</i></i></p> <p>When I used to visit her and I was pregnant and I saw that something as normal as in western world it's not so normal in our world. Like Bangladesh</p>	<p>Realizing</p> <p>A1: prior experience (personal drive)</p> <p>A1: thinking about other women : societal drive</p>	<p>Row 7</p>

<p>India Pakistan in some cases Bangladesh is ahead of everyone.</p>	<p>A1: negative perception of the society</p>	
<p>But still like you know even few people aunts, cousin, Chachi, said that please try to keep your leg in upward positions, so your delivery may be healthy. Right? And all this things make me realize that I have to do something. Right I feel like we are so much in the dark.</p>		<p>Row 8</p>
<p>And I realize that what I have achieved through my education, what my father inspired me to do if I don't do anything <i>then what am I doing? I am just making money and I'm in the world of finance and that's it... right?</i></p> <p><i>So that's when I started the vlog named after my mother...for that I have known now</i></p> <p>then also I was engaged with my work in London full time..</p> <p>you know so,,, <i>we all wrote from our heartsi was really pleased to have that responses.</i></p>	<p>B: Realizing:</p> <p>A1: personal drive / professional contentment</p> <p>Societal drive: urge to do something for the society</p> <p>(Societal drive)</p> <p>(Drive)</p> <p>Reflecting</p> <p>A1 : Self-satisfaction</p> <p>(Personal drive)</p>	<p>Row 9</p>
<p><i>so the blog became popular</i> I think the reason it became popular because we all including cousin , friend of my cousin,,,younger sisters ...and we all are in that time becoming mum at the same time, may some are pregnant, some going to be , some may recently delivered. Or planned to have a baby...<i>That's when the first ever in Bangladesh we talked about</i></p>		<p>Row10</p>

<p><i>the stuff that wasn't talked about before openly</i></p>	<p>B: Remembering/Assertion</p> <p>A1: Challenges of remote region/ innovation (Strategies) (Challenges)</p>	
<p>It grew rapidly then I said ok...then what? The user of this app actually made us realize what the problem is. They told us. We just want to be your side reblog....Communicate with an expert who can help us, guide us during our pregnancy journey during our cancer journey. And that's when we develop a model service that we will provide consultation.</p>		<p>Row 11</p>
<p>Then become the issue of funding and all of this I still working....then I reached up to BRAC ...pause...</p> <p>Sorry. So then I realize what happens now ...I need funding...so that's the next chapter but that was the main reason I became an entrepreneur and it had a social aspect</p> <p><i>I became an entrepreneur to solve problem that where do the women go when they have a very personal question to ask about their body like their breast, pregnancy and all of that.</i></p>	<p>B: Recalling/Eidetic Grasping</p> <p>A1: Entrepreneurial drive</p>	<p>Row 12</p>

	(Drive)	
<p>14Where do the women go particularly in our country actually where do people go especially when women have such issues. And that was the product of the blog MAYA and we felt that there was a need like our user asked us is this possible to consult with the specialist?</p> <p>Youknowtheywanttodirectly communicate with the doctor ...</p> <p>Then it becomes the service. That's how it become. I aspire to become and another thing</p>		Row 13
<p><i>...I never wanted to go for not for profit...since the beginning I was focused on for profit ...not like that we will start anything which is purely social service and immediately after 5 years it will close if there is no donor funding. So that that's the issue.</i></p>	<p>B: Remembering:</p> <p>A1: Rewards</p> <p>(Strategies)</p>	Row 14
<p><i>Since the beginning of our mission was to create community, create content, then we tried to focus on generating revenue. And then how do we generate revenue</i></p> <p><i>At the early stage the key problem was funding.</i> Umm because it is about getting from Bangladesh....Bangladesh is much underrepresented in world abroad.</p>	<p>B: Remembering:</p> <p>A1: sustainable operations</p> <p>(Strategies)</p> <p>A1: Financial problem</p> <p>(Challenges)</p> <p>A1: (Strategies): Proposing benefits</p>	Row 15

<p>For example, there is a co working place where I used to work, there is a boy who was working in app which is supposed to be a dog walking app.it means by this app one can learn how to train their dog, as you know pet dog is huge in sanfrancisco..it is a like a guest thing right? After 4 or 5 month he got 9 million dollar investment in prototyping launching ...<i>here I am working on the most needed project of healthcare...moreover on women , then again gender equality purpose ...all of that I'm not even getting 500 thousand dollar.</i></p>	<p>B: Remembering</p> <p>A1: Financial challenges</p> <p>A2: Difficulties</p> <p>(Challenges)</p>	<p>Row 16</p>
<p>That was the first difference in silicon vally in America and Bangladesh. I was thinking je... <i>I'm sitting here in sanfrancisco I'm doing a startup in Bangladesh as a startup only because my heart wants to do something for the people of my country</i> if I want I can do something similar for smaller market in san Francisco...so there is a lot of dias many people....my funding would have been better.</p>	<p>B:</p> <p>Realizing/Remembering</p> <p>A1: Societal drive</p> <p>(Drive)</p>	<p>Row 17</p>
<p>19Then you really move on and you won't regret whatever it is..i move on...I started doing full time mane I still working as a investment ..after working 2015 from summer ummm January ...no march may be march till 2016 me and my husband was funding...that time this was free there was no revenue model ...we build a lot of data till then and then I come back to DHAKA...<i>suddenly I get a call...from</i></p>		<p>Row 18</p>

<p><i>BRAC. Come and meet me. I have pitched to BRAC before ...when I even I didn't understand about pitch ...I was the first time entrepreneur.</i></p>	<p>B: Remembering</p> <p>A1: networking opportunity</p> <p>(Strategies)</p>	
<p>I'm doing this I love this...like ...then I went to their 21st floor ... a large was there and there was the question answers of MAYA, which was printed and dropped there...I got really scared. I thought. May be I'm a young entrepreneur.</p>	<p>B: realizing</p>	<p>Row 19</p>
<p>Maybe I done some mistake. A big company like BRAC why they called me then they were like please sit down ...this and that...the first question they asked what you are doing in a day ...we are doing in a month...j what data you are gathering we supposed to send for field data the person may brought in a month. By then the data became obsolete. Right...doesn't really matter to us.</p>		<p>Row 20</p>
<p>Then I make them understand how I am doing that, I really make them understand how technology is very important... how I need more investment in technology ...uhhh.. ...when I mention that how we need technology because there is so much constraint...lack of supply of labor in the expert side so the conversation was continuing I got a 180 thousand dollar. But I make clear that <i>you don't label me as</i></p>		<p>Row 21</p>

<p><i>part of you or...im an NGO...so I have my own identity...</i></p>		
<p>Then with the help of that we build our app, build our content. Then very soon I think within 6 month BRAC have earned from their private investment, they made their first equity investment...</p> <p>as I was very naïve at that time <i>I gave up 25% of company for only 455 thousand US dollar.</i></p> <p><i>So that was the beginning of MAYA... The challenges were that ...the funding..</i></p>	<p>B: Remembering</p> <p>A1: Financial challenges</p> <p>(Challenges)</p>	<p>Row 22</p>
<p>I think the drive, the content, the vision the mission the technology AI, the SOP the MAYA have if I was silicon valley based company the first cheque would have been the ten million cheque. And in this like not even 1...million...</p>	<p>Realizing</p> <p>A1: Challenges</p>	<p>Row 23</p>
<p>Then you can realize how other company can easily scale up ...as they have much bigger fund for boosting. Right? And for me where I can go with that 250 thousand...Should I think for marketing or hiring, or product and then what happened to you ... you become shrink...your growth become very slowly...</p>		<p>Row 24</p>
<p>Mash Allah I am very lucky that in the way.. That I have face no family challenges like from the starting from my parents my mum specially, my dad ...he was a very conservativeHe was conservative in the sense that I am very adorable daughter.....<i>my ma was always</i></p>	<p>Remembering</p>	<p>Row 25</p>

<p><i>supportive when I got married my husband is more supportive ... my mother-in-law, she is like more supportive than my husband. She wants me to work....I even when my child was very young my mother in law always inspire like board on the flight and go...I know when you will keep yourself busy with work I know you will be happy....so just don't worry.</i></p>	<p>A1: Family support A2: Encouragement</p> <p>(Drive)</p>	
<p>To be honest I really think.. <i>If your product is good traction is really good it doesn't matter you are a boy or a girl the challenges come much later...to be honest ...actually when you become very popular or you become very known in the industry. I face those challenges later on when my face value or face became very important. Not important no.... Because I was the only female social entrepreneur that time one of the first...technology based. Technology based I was first women...at first no one can really say anything if your product is good...</i></p>	<p>B: Assertion</p> <p>A1: Innovation</p> <p>A2: capability to build new</p> <p>(Strategies)</p>	<p>Row 26</p>
<p>Then politics start to happen...politics means <i>there were several time when supposed to get the funding but they denied and provide another one</i> who eventually failed later. I was like...I went to ICT ministry....and said you have provided funding to 10 company like each 5 million...if you guys give me that accumulated 20 million....most of them fails....</p> <p><i>I believe that I truly believe that, whether you are boy or girl it doesn't matter especially if you are determined, tenacious and if your product is good. If your revenue, retention, especially growth number is good...if your</i></p>	<p>B: Remembering</p> <p>A1: Challenges regarding funding/resource</p> <p>(Challenges)</p> <p>B: Realizing/Asserting</p>	<p>Row 27</p>

<p><i>retention number is good nothing matter...it should not really matters....</i></p>	<p>A1: Building Capability</p> <p>(Strategies)</p>	
<p>Becauseyoustartspeakingtoyour numbers and data's...</p> <p>And I think the founder have quality don't know how to explain quality or disqualify...not only me all the founder are dreamer...they love their product very much which is bias which is even not good all the time but we are dreamer...we always think about from where we can get product or revenue we just keep thinking...evolving our vision and mission. And that was always there. Like for me... How do I reach to 5 or 10 million or much...I knew j if I get the next stage the exit will be or if we go under any pharmaceuticals the exit will be very beneficial...</p>		<p>Row 28</p>
<p>So that really keeps you going ...and it's my personality</p> <p>Don't give up ...i remember when I left my job everyone thought that I was like crazy because I was supposed to be executive director at that time and very lovely bonus,,all of that I left. Someone who can manage who doesn't want to give up so those are the kind of thought that was the thing really inspire me to go for.</p>		<p>Row 29</p>
<p>So Tahsina there's been a lot off failure and lot of changing strategy it's not that what you have planned always you do that...</p>		<p>Row 30</p>

<p><i>Noo....there is lots of testes and iterate. A very common saying in tech...keep testing and keep iterating...and iterate and test again because it is product driven</i></p> <p>.and we out of the many belt we have failed in one belt we succeeded that is technology because we were very driven by AI which means that 70% answered are by AI and 30% were answered by human...that 70% data of AI was 90 % correct...because that was health related...</p>	<p>B: Assertion</p> <p>A1: Capability</p> <p>A2: opportunity to capability building</p> <p>(Strategies)</p>	<p>Row 31</p>
<p>That became very expensive...because the Dr. is also linked with that data. Like complex pregnancy, complex mental health they doesn't depend on any straight cut answers. So the involvement was very good so that the retention ...</p> <p>Oneofoursuccessthatwe highlight...there was lots of failure also...</p>		<p>Row 32</p>
<p>Our first strategy was direct to consumer...app... People will buy it through package.....it sounds like appealing but not actually happened in reality.</p> <p>They will not come in this way...it need so much on marketing...and the budget of marketing cannot cover all of this. Then we started b 2 b...we added with corporate. Sectors made Maya as their helper.....then we started with garment industry...and that's when we made a lot of progress with sticky revenues.</p>		<p>Row 33</p>
<p>The revenue margin was high as well customer acquisition is also high but the cost is gradually low... so this type of strategy we adopted very</p>		<p>Row 34</p>

<p>gradually..soooooo .the best part is when we incorporate with a company then everyone listed where in d to c its came with one by one.</p>		
<p>Then we hit Covid....all the factories demanded for free service... And for keeping such promises we provide free service. Then we had a deep in B to B....we still had our feet very strong and we started ecommerce site of our like...selling female hygiene service product .We became very successful because again we learn somewhere we got stuck...</p>		<p>Row 35</p>
<p>We went somewhere we stuck and we started from that....it is not like that from beginning you know...for entrepreneurs I want to say if you stuck don't just shut the business or...there are lots of other ways you can turn over on other ways...then we became in the international market...</p>		<p>Row 36</p>
<p>My board wanted me to launch this in Sri Lanka, Pakistan India...the launching of Sri Lanka was very successful. Because they love my idea, Maya...my team...<i>but Pakistan launching was not a good idea.</i> To keep relationship with the investor our team works so hard. Our engineers didn't sleep for week ...it was because the Pakistan is very backward than us...<i>the specialty of Maya is what you are not able to share to anybody you can share with Maya.</i> Right? So that was periods, menstruation, emergency pills, breastfeeding very personal question...<i>so they were not agree to disclose such type of personal content</i></p>	<p>B: Remembering</p> <p>A1: Challenges regarding negative perceptions</p> <p>A2: Misperception (Challenges)</p>	<p>Row 37</p>

<p>But we told them we are not an entertainment app that. Then I said that ...”I said before if you don’t do this for Maya. Maya is not will be in Pakistan”.</p>		<p>Row 38</p>
<p>Because people browse this for that reason.so Pakistan was another failure we spend lots of money in the Pakistan launch...</p>		<p>Row 39</p>
<p>Then we put focus on Bangladesh and my thing was Bangladesh market is alone a big market...but then the Sri Lanka was very useful because the market gave us the solid revenue. We built technology licensing there and became very successful. Then wait that after Pakistan drama the board became very shaky and I was also thinking that I was seeing a very remote CEO for a while and like mother think the best for the children I think that the Maya needs the on the ground CEO ...so in September in 2022 I stepped aside a CEO we had someone from the team as a CEO and from 2022to till now I’m involve as the chairman and involve in strategy and vision sometimes in the fund raising. Now MAYA is talking with pharmaceuticals ...</p>		<p>Row 40</p>
<p>So many suggestion</p> <p><i>So the first thing I like to add there is no alternative from like hard work as our mother said.</i> To be honest when I left corporate I felt like o wow I’m the queen of my venture but it didn’t last me for 5 minutes. There is no one back to me...then you have so much pressure to hire people,</p>	<p>B: Asserting</p> <p>A1: building capability</p> <p>(Strategies)</p>	<p>Row 41</p>

<p>to give them salary then you are responsible, senior and the only working personSo lots of hard work...</p>		
<p>And <i>you have to come prepared with every tiny primitive in every meeting ...if you don't come with backed with data</i>, you will be dropped down...but the flip side the good news is that if the girl knows then they became silent. So build your credibility...this is must say for all of you...</p>	<p>B: Assertion A1: Competence (Strategies)</p>	<p>Row 42</p>
<p>Because I have been dropped down I have been set aside, wait in government offices for 9 0 hours, giving me no priorities...</p>		<p>Row 43</p>
<p>Whenever you are going for a meeting even meeting with peon...why you have come, what is purpose, your history, organizations history you have to prepared with all of this data...otherwise there is no meaning of going there...for girls specially... according a book named lean in "sit at the table don't quit before you have to quit"...right</p>		<p>Row 44</p>
<p>Consciously or unconsciously something set in our mind that we study, after completing study we will work for some years, then we get marry and kids...and many few women hold in their mind that even I get marry I will continue my work because once I have a gap in my CV...that's it..Until and unless you are a mother...until or unless you are married...you have to stay back for your kids ...don't give up keep going on because the extra number of month extra number of years that you will be working</p>		<p>Row 45</p>

<p>that give you that value give you that experience...the other side I would say...</p>		
<p>One of the question I have been asked that how do you think male entrepreneurs are differ from female entrepreneurs. So my answer was female entrepreneurs stayed the right numbers whereas the male entrepreneurs doubled the numbers...they have that confidence...then we boiled down to it. Why they have that confidence...see you are tahsin I'm ivy...we are female we automatically come from the care. We have an inherent feature that we are caregiver. Right?</p>		<p>Row46</p>
<p>Even if there is no social constraints,,, we women don't socialize as much we don't go out as much we don't pick up the phone as much ahhh men on the other hand constantly talking about their business so they are going out. Hay what are you doing? I'm doing business...how are you making profit...they constantly doing that for business we are doing but we are not constantly doing it..we are checking our phones ,our kids, then we are not practicing our numbers. Day and day out...that's why when you are talking with your investors your conversation will be much different right?</p>		<p>Row 47</p>
<p>When you are talking with friends and well-wisher then maybe they criticize you. So you get an idea j yes I can do it in different way right network...so many angle man socializes....you can practice you are well prepared...but what I noticed female entrepreneurs come to me they are nervous they are downside. Some of them frozen and that needs to change. I need to go up more....communicate, network...and if they are not capable to explain it clearly they became lagged down...</p>		<p>Row 48</p>

<p>I don't know whether this should change ...as we are innate a caregiver... (Personal example)...</p> <p>We need to show that.</p> <p>But you don't need to be perfect for the family all time . It's ok to build your network as like as men network so that your pitch will be better. Then I thought I can give better speech but I didn't go as I have to say with my daughter...that's like..</p>		<p>Row 49</p>
<p><i>The last thing be careful if you are becoming an entrepreneur or social entrepreneur be careful with your circle not all of them are your friend there,</i> actually very shark there and it's almost like marriage if you when you are an investor you have to go very long with them.</p>	<p>B: Asserting</p> <p>A1: Network</p> <p>(Strategies)</p>	<p>Row 50</p>
<p>Align your vision...go along with them properly...and I would also say the basic difference is may be the purpose and profit...then profit are less emphasized on it this days after specially after Covid where tech company are generating millions and million there is emphasizes on profit.</p> <p>Whatever you will be have a great story is... ultimately you have to build revenue model otherwise there is no working.</p>		<p>Row 51</p>

Appendix 8

SE-I

Originalexpressions	Essences	Row number
<p>So I just question you question ahhh why do women critically think to become social entrepreneur. I think what you are saying is why do they prefer being social entrepreneur or why they prefer working in the social entrepreneurial field rather thanso It is. It's not about question of driving .its a question about opportunity .</p>		<p>Row 1</p>
<p>ok ..Because. <i>I am sure there are many women in Bangladesh who do not mind if they find a safe secured, comfortable yaaaah...safe secured comfortable space in working in the other sectors</i></p> <p>Be in a factory, corporate, factories ...if they find comfort and well paid with opportunities...I don't think women specially wanted to be in the social sectors and other sectors.</p>	<p>Assertion/Realization</p> <p>A1: professional contentment</p> <p>(Drive)</p>	<p>Row 2</p>
<p>However, <i>women basically are driven by motives which are a bit beyond only making a name or making money.</i></p>	<p>B: Asserting</p> <p>A1: self-satisfaction</p> <p>(Drive)</p>	<p>Row 3</p>
<p>You know I think women are felt beyond this and therefore <i>their heart whatever work they do professional work, be in the corporate world whatever they always look at something which is beyond power beyond money beyond just name and fame.</i></p>	<p>B: Assertion</p> <p>A1: Self-satisfaction</p> <p>(Drive)</p>	<p>Row 4</p>

<p>Because they wanted to be....</p> <p>Because <i>women are nurtured by nature. They want to do something for the mankind, people, humanity, for the planet.</i></p> <p>This is a kind of an integrated DNA of a women.</p>	<p>B: Assertion/Reflecting</p> <p>A1: Societal drive</p> <p>(Drive)</p>	<p>Row 5</p>
<p>And many find that social enterprises more and <i>more in last 20 years I have seen women find more satisfaction in working in this area where they give and they receive.</i></p> <p>They not only receive they also give to people, to children to person with disabilities to the world in general and humanity in general ...</p> <p><i>I think so in their hearts they always wants something which is more satisfying beyond just money and power. And they can make...</i></p>	<p>B: Assertion</p> <p>A1: Self satisfaction</p> <p>(Drive)</p>	<p>Row 6</p>
<p>If you say what driven me to social entrepreneurship ...my whole life. You know I came from a very privileged family.. My father, mother, grandparents ...all 4 grandparents all are from very privileged background ok? Now we have always done things beyond what we have got, received from god and the world... (Some family name and personal info)...</p> <p><i>Women empowerment was started by my family you know...it is inbuilt</i></p>		<p>Row 7</p>

<p><i>don't need to create name and fame and money ...we don't have enough money. But it's enough ...because we don't need to have. Because you cannot buy me more what I have got okay...</i></p>	<p>B: Reflecting</p> <p>A1: Support from social circle</p> <p>(Drive)</p>	
<p><i>And all my life what I focused on was compassion because I always felt very deeply about things. And especially for people...okay I love people for this I think I have been always driven to do something for the people. Beyond loving people I love the people of Bangladesh. Beyond doing that I want to be in Bangladesh. I want to stay in Bangladesh because I want to see what I can give to Bangladesh.</i></p> <p><i>I do not see what I receive because I can receive a lot more in other sectors, in other fields in other countries okay so this was my choice.ok...</i></p>	<p>B: Realizing</p> <p>A1: Societal value creation: attachment for people</p> <p>(Drive)</p> <p>B: Asserting /Reflecting</p> <p>A1: Professional contentment</p> <p>(Drive)</p>	<p>Row 8</p>
<p>I have started my life because I have been brought up in the house ,I was like I was housewife for many many years and I always do things like ..</p>		<p>Row 9</p>

<p>I got Asoka fellowship, pedagogy of books ... wrote pedagogy..8 books actually ...written story books for the children.. That was something what I could do in the house.</p> <p><i>I worked a lot for the bihari people. Now also they frequently come and visit me..Lots of work I have done.so you know there are I think....yaaah it has been always a driving force that I have to give something to the people.</i></p> <p>You know it was never been to earn money <i>.it has always been to do something for the people.</i></p>	<p>B: Remembering</p> <p>A1: Prior Experience</p> <p>(Drive)</p>	
<p>And then off course there was opportunity my x husband is a sailor....(info personal)</p> <p>Nothing was happening...and then he said what did we do with this I didn't wanted to fail...so then we have the idea...it was my father's idea to make a ahhhh clinic.....the floating clinic...you know ...it was my father's idea.. I said why you want to do that...I said no then not a clinic...i'll make a ship you know hospital a full hospital. So that it can help people directly. Because there was enough awareness and enough you know lot of good NGO's in Bangladesh. But nobody was providing free health to those who need it. Because I went into those area which are all untouched. By other people. Because it was all climate migrants. I myself did not understand that.</p>		Row 10
<p>They were all people who are impacted by their environments. That</p>	<p>B: Realizing</p>	Row 11

<p>is how I saw it. <i>People impacted by their environment they had to migrate they had to move...constantly losing everything they have got..</i>I didn't see them as climate victim.</p> <p>I saw them as ...you know ...those who are not touched by others because <i>the environment was so difficult you could not built anything any systems of service for them.</i> And this is why I do I saw that if the person are suffering. No other development intervention is possible.</p> <p>So I wanted to do development.</p>	<p>A1: Challenges of the fluctuating workforce.</p> <p>B: Realizing</p> <p>A1: Challenges in remote region</p> <p>(Challenges)</p>	
<p>As soon as I went there i discovered that you need a holistic you need to put everything into it</p> <p>and so <i>we are an organization for 20 years only organization certainly in Bangladesh. Possibly only one in the Bangladesh possibly only one in the world who do a total holistic approach for 22 years..</i></p>	<p>B: Assertion</p> <p>A1: Network</p> <p>(Strategies)</p>	<p>Row 12</p>
<p>Ours starting was holistic approach...it's not that I tried to build holistic approach make a village holistic approach make a city holistic approach.</p>		<p>Row 13</p>

<p>All holistic ...because you have to see the needs of the people... <i>not all the money you have got not the ideas you have got always what people needed it. And ultra-poor needs everything...it had to ... I have to give them..</i></p> <p>This is very simple...</p>	<p>B: Realizing</p> <p>A1: Economic challenges</p> <p>(Challenges)</p>	
<p><i>Off course step by step ...I go into the hospital and I realized that if I tell them about washing hands and going to the toilet nooooo they don't need washing and then within 6 months cyclones come or floods come then their land is broke they need help,...otherwise how they will survive.if they died there is no use of washing hands.</i></p>	<p>B: Remembering</p> <p>A1: Remote Region</p> <p>(Challenges)</p>	<p>Row 14</p>
<p><i>2002 by 2023 I have like holistic model of mine as we kept making money we kept making it more and more stronger stronger and stronger</i></p> <p>.</p> <p><i>22 years of now holistic modality of the everything is only together that you can train them in the climate adaptation model all has done including some area of mitigation, some areas of energy transmission some areas are of protection, everything comes into the climate adaptation model.</i> You know which I have been built for 22 years. And this was I think a very important component of the..Who you are? And off course the rohingas also...</p>	<p>B: Asserting</p> <p>A1: Motivational benefits</p> <p>(Strategies)</p>	<p>Row 15</p>
<p><i>Whatever they needed we gave because we had professional service of everything health, education but</i></p>		<p>Row 16</p>

<p>then you cannot do everything other peoples also are doing ...</p> <p>so concentrate on health and some amount of education. We are largest in health and in the rohinga camps now and we are the 3rd or something in the education and they are asking us to increase ...I don't think I will increase..i think its enough...the others are doing also ..so lets them do it.</p>		
<p>I have no think of becoming bigger and bigger. <i>I only focusing on Bangladesh. Bangladesh is my main target and goal. Other people can do better than me then please do it. Or if they can do..i have no problem...</i></p> <p>I think I have started journey since I was born. Because for me <i>as I have said I have always tried to see what I can do for people and others. wherever I find gaps and I could fill I always tried to do that.</i></p> <p>And this is how I got the Asoka fellowship when I was like 20 ..yaah or 23 or something like that I wrote my book and I did <i>my I worked with the biharis or whatever gap I have found..i tried to do.</i></p>	<p>B: Asserting</p> <p>A1: Attachment (Societal drive)</p> <p>B: Remembering</p> <p>A1: Entrepreneurial drive</p> <p>A2Problem /Gap identification</p> <p>(Drive)</p>	<p>Row 17</p>

<p>And off course in that I was the only you know I also had to you know take care of my children...I was a single mother for many many years...all knows I was a single mother..i have to take care of my 3 sons ...this is my 3 children and my work and in between I have my father and my parents you know...I really couldn't do any other thing.</p> <p>And what are the challenges...you know <i>I faced funny challenges not always the same challenges that I faced by let's say the mass of the women ...</i></p>	<p>B: Remembering</p> <p>A1: Gender discrimination</p> <p>(Challenges)</p>	<p>Row 18</p>
<p><i>First of all just because I came from a privileged family nobody believe in me.They thought she will have a cup of tea now and she will get back to her parties and in her way of life you know.</i></p>	<p>B: Asserting</p> <p>A1: Discrimination in different way</p> <p>(Challenges)</p>	<p>Row 19</p>
<p><i>I faced social challenges in a way that you cannot imagined...i go to the whole day I'm in the chars I'm sunk in mud up to my knees you know try to build the hospital ship you know I can't get anybody really to come and ensure that the painting has done...Ididn't have enough money you know to get people around and... nobody my family members are very very supportive of me that I'm doing a social work but that's it...so I actually one night I still remember 8 or 9 pm there are so many people of mine who witnessed that day they all look me. ...the mud were up to my knees ...I look over the whole work and then I</i></p>	<p>B: Remembering</p> <p>A1: Challenges regarding financial resources</p> <p>(Challenges)</p>	<p>Row 20</p>

<p>joined at the party...to the American Ambassador...house.</p>		
<p>You know when they asking what you are doing then what should I reply. I said I had some work...what else I could say.....still now many people ask me the whole world is there...im in...by god grace in the book of leadership with Mr. Abed and myself...in Bangladesh from Harvard ...Harvard libraries have some books on our methodologies ...<i>but people still in Dhaka asked me Runa at present what you are doing...</i>I said..i do something...hospital...or making ships ..</p>	<p>B: Remembering</p> <p>A1: Negative social perception</p> <p>(Challenges)</p>	<p>Row 21</p>
<p>Even today the whole world ummm sitting in business class in Paris I was talking one of my colleagues about doing some work as soon as the plain stopped the lady in front of me French lady said R u runa Khan? This is in France, Luxemburg, Germany this is in Switzerland but in Bangladesh I still remain very new.</p>		<p>Row 22</p>
<p>Well dam I'm not bothered I mean if I had working to somewhere by god grace they know me for my family they no need to know what exactly I'm doing ...people who need to know they knows. Believe me nobody believes.</p> <p>I went to a government office they said..ya sure I will do sign in your paper...because he think tomorrow I will not do this anymore.</p>		<p>Row 23</p>

<p><i>This condescension I had received..in a way I would say in society and with partners and government offices everywhere the condescension I think the all women be they are in I think they get this condescension.</i></p>	<p>B: Reflecting/Assertion</p> <p>A1: Gender discrimination</p> <p>(Challenges)</p>	
<p>And then make people believe that I can do ...maybe they didn't argue or looked down alhamdulillah.</p> <p>But condescension that may be a rickshaw puller's daughter get when they go for any work the same thought what she can do?</p> <p>Maybe after 2 days she also left it...this type of condescension was there..</p> <p>Maybe someday she will have her appreciation. Will be invited in TV show after that she will left..</p>		<p>Row 24</p>
<p>You see this is very very difficult and all you know only advantage I would <i>have if I found anybody who I thought played smart with me because I am a woman I did not deal with that person anymore...full stop. I could afford that.</i></p>	<p>B: Realizing</p> <p>A1: Networking /partnering challenges</p>	<p>Row 25</p>

<p>That is something I had an advantage because for my background which many other women can't...but don't think I don't understand.</p> <p>I do understand and I don't like allowance ...and this is the reason why my organization because I'm a women and I started from zero ...</p> <p>today my organization friendship is known to be internationally and nationally that it is the largest women founded organization in Bangladesh.</p> <p>Who has no brother, who has no father...I have no husband that he founded and I am continuing..it..many people asked me who invented Friendship?</p> <p>Must be a husband, must be a brother, must be a son. <i>It is somewhere beyond imagination that an women can do....not only nationally even internationally,...</i></p> <p>Like friendship is now the largest development door now in the Luxemburg government...so</p>	<p>(Challenges)</p> <p>A1: challenges in networking</p>	
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<p><i>My father was like my mentor he always said. He was my thing...you know my spiritual guide...he gave me ideas.</i></p> <p>My father but he really couldn't. He is a man who couldn't run a business ahhh or run a organization...(laughing) .so you know, we have had challenges....</p>	<p>Realizing</p> <p>A1: Family support</p> <p>A2: support</p> <p>(Drive)</p>	
<p>We didn't have money in the beginning...I have started with bank loan. At first I made a boat...(banks name) from this I took loan..okey...</p> <p>by judging the quality of the boat the chairman of unileaver said is this what you supposed to made...I said I want to make a hospital. <i>If you can bring out something of this quality I trust you do the hospital I can bring you the money...I will give you the money so quality is always ...you have to keep in mind..</i></p>	<p>B: Remembering</p> <p>A1: Competence</p> <p>(Strategies)</p>	<p>Row 27</p>
<p><i>Your ability. If you can show the good quality output if you can show real impact you don't need to be on social media all the time to make you organization grow...</i></p> <p>anybody who got sense will come and the depth of your work...it's not the depth of your crawl .</p>	<p>B: Asserting/Realizing</p> <p>A1: Capability</p> <p>(Strategies)</p>	<p>Row 28</p>

<p>The message for an women would be if you are women if she is pretty if she doesn't care amorally you an always be on the cover of everything one company might give you money if you had you know indulge but</p> <p><i>nobody will give their logo in there hand....in your hand...I have been carrying the logo of emirates airlines foundation for 15 years unileaver brand 20 22 years I have been carrying logos of companies in my hand.</i></p> <p>So they only give you that amount trust if your work is good...if you are sound.</p>	<p>B: Asserting</p> <p>A1: Competence</p> <p>(Strategies)</p>	<p>Row 29</p>
<p>There are many women in corporate sector of Bangladesh...they are, excellent they know their work they know their delivery and they do it and many in social sectors we also have this. They are the strength ...it's not that somebody setup a tube well and say...oh my god ...in the social media that I made a tube well and...bla blab la...you know that you set up a house in the village and just posted there you name no not like that. And by inviting other women and children and announcing that I'm doing this...noo not like that...there is far difference ...</p>		<p>Row 30</p>
<p>So everyone eventually identify the real scenario but the real work supposed to be sustainable...and work with human respect...for me I would most important thing for any women to do work with self-respectand dignity. If you lost your self-respect</p>		<p>Row 31</p>

<p>and dignity you can't move to the long term.say the</p>		
<p>There are many financial challenges of the bank...I only want to know one thing...I have one micro financing. Which contain almost 7000...so you can understand know the microfinance...its not actually microfinance. If this 7000 or 10000 people want me so we have to provide it. With having all the licenses...though microfinancing is not my goal.</p> <p>Since 22 years we every year almost 7.5 million people are our getting our direct service ...receiver...almost 5 or 5.5 thousand people who are mainly ultra-poor made their operation done by us in free of cost.</p>		<p>Row 32</p>
<p>From reconstructed surgery to orthopedic surgery, fistula surgery almost every kind of operation done in our organization. In our organization cervical cancer screening has been done almost we almost 6000 or above or 600or 6000 report has been made negative from positive you know...and the children are almost everywhere like medical, DU , BUET and ...</p>		<p>Row 33</p>
<p>you know female football club of ukhiya has been scored as district champion...you know now the thing is while we are doing this activities...but when Covid arises government subsidizing the industry but not us with a penny.to carry on ethic work it was actually complaining against the government. Not any Bangladesh government but also the other government of the world. Those</p>		<p>Row 34</p>

<p>who are working for the people...in our organization there was no salary reduction in Covid period.</p>		
<p>okay...so isn't it that work should continue? I don't have anything else to do...I have no land, bank or anything university or nothing...from which I can get finances...so why not .</p>		<p>Row 35</p>
<p>Bangladesh government sponsor me? Everyone will get why not us? Not only me as it my interview that's why I'm saying why not considering me...it is for <i>all NGO, social enterprises all...why not look upon use .the people who actually work for the poor people</i>....if I stop their work ...our at least 3hundred and 50 thousand health patient...from which around 50% will go to the government hospital</p>	<p>B: Asserting A1: Challenges (Challenges)</p>	<p>Row 36</p>
<p>For example in the case of child birth control...the methodology which they got from us...otherwise everyone will gave birth for example,,,our technician, fishermen, para agriculture.. all the involved parties in our organization ...shouldn't they contribute to the economy of Bangladesh? Only factory owners are supposed to give? Is it?</p>		<p>Row 37</p>
<p>If I want anything like opening a factory in Dhaka. Off course I can....it is not something that I can't do...but I don't want to...because I'm having a lot more impact on the people because if we don't pull the people which I supposed to work ..The country will never be in the middle income country. That is our target to meet up the SDG goals...</p>		<p>Row 38</p>
		<p>Row 39</p>

<p>Yes...no poverty...all in the world is under poverty...every single life become richer in some where if we don't lead them...</p> <p>In case of attaining zero hunger around goals we have distributed 260000 food cart ...and agriculture. We are working with all the agricultural university of Bangladesh to have better thing we first who are producing bio cotton. In the land where never you know produce anything. Where fox come often in that land we are producing bio cotton by collaborating with agricultural universities of Bangladesh.</p>		
<p>you know... <i>...when we started out cultivation of maje...they are so lucky in the previous time they used to get 14 mon or 16 mon even 18 mon was enough but now they are getting more that 45 to 50 mon.no land is been vacated...due to our culticvation. isnt that lead to zero hunger...</i></p> <p>What should I say about good health issues, gender equality in education what we are doing is beyond explanation...in case of gender equality if you visited in the Char ...</p>	<p>B: Remembering/Asserting</p> <p>A1: Financial stability</p> <p>A2:transformation (financial)</p> <p>(Opportunity)</p>	<p>Row 40</p>
<p>once there visited the DG in the Char from NGO Bureau...he was very kind...so one of the women said please provide us a house loan..so the DG said it is not my depart,ment...then the women who never spoke even she didnt went any main land she said...but DG ..NGO bureauisdirectivetoprime minister...so refer this matter to PM</p>		<p>Row 41</p>

<p>please .so can you think...this is equality.</p>		
<p>The men and women are generating income equally. Okey ...and not a single program of our organization is limited within female...if I tell them only female program so what happened?,...husband said that go it is female program I will not go ,,old women or mother said ,,</p> <p>,areeh its about only young women I will not go ...brother said not our ...husband ..mother all said not ours...so is rhis possible to do family planning alone ?</p>		<p>Row 42</p>
<p>Is it possible to cultivate alone?is this possible to take care of child alone?thats why we will not declare our program is only women centric....incidently women are left over they need to be worked upon on men...our 100% 200 % 300% work is only with women. Why because they remain...they have to highlighted with men....</p>		<p>Row 43</p>
<p><i>Our work is 85% with women and children...but we will never declare that our</i> program is women centric...otherwise there will be a huge disillusion in the family and society.</p> <p>And gender equality doesn't mean only for women it is equality for men also ...I mean what is this?you know..</p>	<p>B: Asserting</p> <p>A1: Opportunity for employment</p> <p>(Opportunity)</p>	<p>Row 44</p>

<p>Suppose many people came to me even many big NGO's ..foreign...so that we can help only for women ..but I said I will not do it...<i>we ok we will do for women by your money but we will do for men with our money...if any male children come to me or any any young men with diseases...so didn't I take care of him?you see...how disparity can be donor driven.....this all are the challneges I have to face...</i></p>	<p>B: Asserting</p> <p>A1: Engaement/empowerment (Opportunity)</p> <p>A1: Financial challenges</p> <p>A2: donor driven</p> <p>(Challenges)</p>	<p>Row 45</p>
<p>Many people suggest me to conduct only women's program ...so how can I do? I have to make agree the people both from national and international...cause in our country big NGO s are built by men and they said like women ...women and women...they didn't consider the matter of the family...</p> <p>Capture the mind of the audience or maybe they don't even realize...because there is no women...women is man and women together..men is men and women together...we stay at home ...we take good care of babies...</p>		<p>Row 46</p>
<p><i>I had to take all the challenges in every step...then...verbal challenges...(communication)...a single Person or small organization ..Sometime they talk too much with even tiny possible thing....in reality how can we convince the people that may be we are not able to talk as the nature of our work is different...</i></p>	<p>B: Realizing</p> <p>A1: Challenges in continuing/managing people</p> <p>A2: Challenges(Challenges)</p>	<p>Row 47</p>

<p>Those who work in a an NGO ..the nature are different for the women...not only women but also for men...those who really work they are easily understandable...by observing them once every people get to know...you know that is another challenge...</p>		<p>Row 48</p>
<p>Affordable energy....<i>we have made first solar energy village which is documented in government site</i>...if ADB give me money I can change 10000 village.....then you can observe how the scenario of Bangladesh would be change...</p>	<p>B: Asserting A1: Innovation (Strategies)</p>	<p>Row 49</p>
<p>Big companies didn't understand how important it is....if you don't collab for the poor how can you make the market for tomorrow ...energy is very important..i have done 3...if I supposed to do 30 I can very better do that...in every year. And I can teach other NGO's also..This is not a big deal...it is a question of money and question of support from the government.....and we can do that..</p>		<p>Row 50</p>
<p>Industry innovation infrastructure.....what I say that we are very well known for making the best building in the world today(ha haaaa)our infrastructure has to be mobile today because we we dealt with environmental migrants....</p> <p>Sustainable cities you can make if you keep community in the field level....if everyone come to the Dhaka city you can't keep...keeping the sustainable citiesisdonebykeepingthe</p>	<p>B: Asserting A1: Innovation (Strategies)</p>	<p>Row 51</p>

<p>communities in a better socio eco system... okay....we do our work in cities when we need...during covid we were engages with food distribution, hand washing, testing etc. we have done...</p>		
<p>Climate action is the strength of our organization.....</p> <p>Life below water we only do in our mangrove project..</p> <p>Life on land means we do our work all in the land...</p> <p>Keep justice.is .in our inclusive strategy ...you know.. we have boots in district court...</p> <p>People from government is very good actually there are good and bad NGO's both...in business also there is good and bad and also similar in human...in everywhere...Alhamdulillah to whom we are working on the whole they all are good... at the level of the district we have dealt with good people ..</p>		<p>Row 52</p>
<p>When I ..<i>we first approach to the distant places they thought that maybe we sell their eyes, heart , kidney etc...to india...</i></p> <p>I don't know why ...when we first started our journey. The people from char doesn't allow their daughter to visit to the gynac...even female gynac...but now even to male gynac they visit ...blindly believe and visit there...</p>	<p>B: Remembering</p> <p>A1: Negative Perception</p> <p>(Challenges)</p>	<p>Row 53</p>
<p>Okey...we had to do many works.... Whenweclosethesinglehome</p>		<p>Row 54</p>

<p>electricity system cause we didn't get any ahhh no info regarding the battery ...cause we didn't found battery. Cause all are drawn already in water... when we assume we will build a village ...nobody believes that we will get power support...many NGO s are proving non formal education...I said no <i>I will introduce formal education. Nobody believes us...</i></p>	<p>B: Remembering</p> <p>A1: Negative perception</p> <p>(Challenges)</p>	
<p>I said if there is no formal education how will they get opportunity in government job? Isn't it ...it is not possible to get govt job from non-formal school. They get degree from class 5,8 and 10..what now converted to cass 10...but that time they gt certificate even after passing class 5...</p>		<p>Row 55</p>
<p>I started that..from where I can get the teacher? Then the student of my first community who at least can do basic writing ...I thought I will make them teacher...so the one of the elder brother said Runa are you sure you wanted them to become teacher?</p> <p>I said please train them...I will do the rest...now see last year 98 % got A plus, A, A minus ...100 percent char school...see every step is a challenge...at first we sailed speed boat at that place, boat ,started school...first flag on boat....everything is a challenge.</p> <p>In many places govt boat closed at 6 pm...but we had to continue our relief activity in those places...</p>	<p>B: Remembering/Asserting</p> <p>A1: Challenges in remote region</p> <p>(Challenges)</p>	<p>Row 56</p>

<p>Alhamdulillah nobody disrespects me...and and till now nobody will claim that our own employee will supposed to demand even a glass of water in any of the beneficiaries house...this is our work ...so no give and take ..</p> <p><i>One more challenges building a whole new system which is based on mobility....there is a possibility to move up our school, hospital, agricultural site, solar village ...I have world which is built on mobility.....</i></p> <p><i>My designing all my component are deal with mobility.</i></p>	<p>B: Asserting</p> <p>A1: challenges of remote region</p> <p>A2: Difficulty</p> <p>(Challenges)</p>	<p>Row 57</p>
<p><i>...the most important challenge was Islamic development bank trust us because they only work with the large organization ...world bank have trust on us...I don't know how many World Bank project run efficiently like us...okay this matter of trust and financial challenges...</i></p>	<p>B: Remembering</p> <p>A1: Challenges to gain trust</p> <p>(Challenges)</p>	<p>Row 58</p>
<p>now I want to make 10000villags...let's see which big organization have that guts....people do not have guts if you don't have foresight and vision...and if these elements are absent then we always scared and we want to hold safe tracks. The world is not in safe tracks anymore. Social enterprise, social entrepreneurs and beside these I would say both poverty and social inclusiveness. Those who have money they are not interested to address this issues.</p>	<p>S</p>	<p>Row 59</p>

<p>I think..i am really hoping to my exemplary way/...I don't want to broaden it...but if whatever we build make it we want to convert it into data...and make presentation...which is a very tough challenge...we have good quality of data...and sufficient also ...</p>		<p>Row 60</p>
<p><i>We have launched friendship academy in international sphere which we supposed to make in Bangladesh also...Ahhhh then our social business. We really wanted to strengthen that ...strengthen micro economy also and making 100 or 1000 of micro social entrepreneurs....that is our vision....</i></p> <p><i>People, businesses, universities, books never talk about the value of soft skills because to integrate soft skill into work is the hardest skills...must be followed...</i></p>	<p>B: Assertion</p> <p>A1: Business model (Sustainable)</p> <p>(Strategies)</p> <p>A1: Competence</p> <p>A2: Capacity/Capability (Strategies)</p>	<p>Row 61</p>