

# Exploring the State of Mental Well-Being Among B40 Women

*Nurul Syahirah binti Abd Aziz\**

## Abstract

The solution projects under The All-Party Parliamentary Group Malaysia on the Sustainable Development Goals (APPGM-SDG) have played a significant role in empowering the local communities, particularly women through Income Generation (IG) and Community Learning Center (CLC) projects. The initiative consists of twelve modules on entrepreneurship skills and handholding, with a minimum of 10 to 25 beneficiaries from the B40 category who are mentored by the Solution Provider (SP) throughout the following three to four months. Each project was awarded a RM40,000 grant to provide the beneficiaries with skills and knowledge that will allow them to be independent entrepreneurs. It was discovered through the four case studies that adhered to SDG 1 (No Poverty) and SDG 3 (Good Health and Well-Being) that certain female beneficiaries were experiencing such high levels of life pressure that negatively impacted their mental health due to a lack of necessary coping strategies to manage the stress and uncomfortable emotions. The reasons vary, ranging from personal issues and societal pressures to the inherent challenges of entrepreneurship. The finding shows that the project's method of group activities or social groups enhances the beneficiaries' mental health by providing them with encouragement, hope, and drive to succeed in life. It is also highly recommended to provide mental health awareness as one of the compulsory modules in the solution projects to equip women with appropriate coping techniques for overall success.

**Keywords:** Sustainable Development Goals, Women, Entrepreneurs, Mental Well-being, Social Support

---

\* Nurul Syahirah Abd Aziz holds a Master's in Developmental Psychology from Universiti Kebangsaan Malaysia (UKM). Currently, working as a Project Management and Monitoring Officer at the All-Party Parliamentary Group Malaysia (APPGM-SDG). Email: [nurul@appgm-sdg.com](mailto:nurul@appgm-sdg.com).

## Introduction

The APPGM-SDG agenda is to localize SDG to the marginalized community where the central theme is the notion of 'leaving no one behind'. The main emphasis is on disadvantaged and marginalized individuals, families, and communities that deal with issues that concern the poor, women, indigenous people, disabled people, migrants and refugees, youths, and the elderly. As the beneficiaries of the solution projects, the B40 women entrepreneurs will be the focus of four case studies that address the concerns of SDG 1 (No Poverty) and SDG 3 (Good Health and Well-Being).

Moore and Buttner defined women entrepreneurs as leaders who initiate business ventures, oversee daily operations and risks, manage finances, organize administrative tasks, and uphold social obligations.<sup>1</sup> Women have run small enterprises for generations, serving as a source of additional income and a means of surviving difficult times such as the economic depression.<sup>2</sup> In light of the new economy's dynamic macro- and microenvironmental rapid changes, women entrepreneurs should be understood as risk-takers, lifelong learners, influential leaders, excellent managers, and well-organizers with visionary, innovative creation, conscientiousness, values-driven, and social responsibilities.<sup>3</sup> From here, we can understand that women entrepreneurs are characterized by qualities like vision, innovation, conscientiousness, and a commitment to social responsibilities.

Citing Basit, Hassan and Sethumadhayan stated, that women entrepreneurs' success is not restricted to only economic aspects, as it does not take into account the aspect of entrepreneurial behaviors.<sup>4</sup> Women can be defined as successful when they can contribute to their

- 
- 1 E. H Buttner and D. P. Moore, 'Women's Organizational Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success' (1997) 35 *Journal of Small Business Management* 34–46.
  - 2 Buttner, E. H., 'Female entrepreneurs: how far have they come?' (1993) 36 *Business Horizons-Bloomington* 59-59 <https://core.ac.uk/download/pdf/149230427.pdf>.
  - 3 Kerr, S. P., Kerr, W. R., & Xu, T., 'Personality traits of entrepreneurs: A review of recent literature' (2017) *National Bureau of Economic Research* <https://doi.org/10.3386/w2409>.
  - 4 Basit, A., Hassan, Z., & Sethumadhavan, S., 'Entrepreneurial success: Key challenges faced by Malaysian women entrepreneurs in 21st century' (2020) 15(9) *International Journal of Business and Management* 122-138 <https://doi.org/10.5539/ijbm.v15n9p122>.

community, have happy jobs, produce quality offspring, live well,<sup>5</sup> have self-fulfillment, be in charge of their fate, and establish enduring relationships with clients. Hence, to prevent success measurement bias, women entrepreneurs' success should be assessed in both financial and non-financial dimensions.<sup>6</sup> Acknowledging and prioritizing the importance of mental well-being among the B40 women entrepreneurs helps to provide an environment where not only material success should be celebrated but also psychological well-being that contributes to the sustainability of the business.

The World Health Organization defines mental health as a state of well-being in which the individual realizes their abilities, can cope with the normal stresses of life, can work productively and fruitfully, and can contribute to their community.<sup>7</sup> Additionally, factors related to society, culture, and history influence how mental health is defined.<sup>8</sup> For example, cultures that prioritize autonomy and independence could have distinct ideas about mental health than cultures that support actions that benefit the community as a whole. From the definition, it is evident that mental health is defined as part of a larger set of behaviors that result in healthy, happy, and meaningful living. This article seeks to gain a better understanding of the mental health of the B40 women entrepreneurs who participate in APPGM-SDG solution projects.

Social support emerges from the dynamics of personal relationships in natural contexts. The relationship gives supportive meaning to behaviors, and supportive behaviors, in turn, add significant dimensions to interactions within the relationship.<sup>9</sup> According to Harandi, social

---

5 Fenwick, T., & Hutton, 'Women crafting new work: The learning of women entrepreneurs' (2000) <https://newprairiepress.org/cgi/viewcontent.cgi?article=2162&context=aerc>.

6 Powell, G. N., & Eddleston, K. A., 'Linking family-to-business enrichment and support to entrepreneurial success: do female and male entrepreneurs experience different outcomes?' (2013) 28(2) *Journal of Business Venturing* 261-280 <https://doi.org/10.1016/j.jbusvent.2012.02.007>.

7 World Health Organization, 'Promoting mental health: Concepts, emerging evidence, practice: Summary report.' (2004) [https://www.who.int/mental\\_health/evidence/en/promoting\\_mhh.pdf](https://www.who.int/mental_health/evidence/en/promoting_mhh.pdf).

8 de Cates, A., Stranges, S., Blake, A., & Weich S., 'Mental well-being: An important outcome for mental health services?' (2015) 207(3) *The British Journal of Psychiatry* 195-197 <https://doi.org/10.1192/bjp.bp.114.158329>.

9 Gottlieb, B. H., & Bergen A.E., 'Social support concepts and measures.' (2010) 69(5) *Journal of Psychosomatic Research* 511-520 <https://psycnet.apa.org/doi/10.1016/j.jpsychores.2009.10.001>.

support is a phenomenon that involves human relationships; therefore when a person provides social interaction, it has a significant impact on his health.<sup>10</sup> When people are negotiating difficult physical and psychosocial situations, social support can help them both psychologically and physically. It is recognized as an essential component in reducing psychological distress when faced with stressful events.

## Issues

Researchers found that work-life balance is the most significant challenge faced by women entrepreneurs due to the difficulty of managing multiple responsibilities between businesses and families<sup>11</sup> as well as personal needs.<sup>12</sup> Studies found that work conflicts and family life had more impact on women entrepreneurs than men<sup>13</sup> due to women's multiple roles in the family, such as child care and other domestic responsibilities, in addition to the entrepreneurial challenges that they must face.<sup>14</sup> It has been discovered that having dual domestic responsibilities is a significant impediment to their career progress.<sup>15</sup> Often, women are referred to as "multitasking women" due to their ability to balance work and family duties.<sup>16</sup> This shows that women entrepreneurs struggle with balancing work and family responsibilities, facing challenges due to their multiple roles at home, and hindering their career progress.

---

10 Harandi, T. F., Taghinasab, M. M., & Nayeri, T. D., 'The correlation of social support with mental health: A meta-analysis.' (2017) 9(9) *Electronic Physician* 5212 <https://doi.org/10.19082/5212>.

11 A Alam, S. S., Jani, M. F. M., & Omar, N. A., 'An empirical study of success factors of women entrepreneurs in southern region in Malaysia' (2011) 3(2) *International Journal of Economics and Finance* 166-175 <https://doi.org/10.5539/IJEF.V3N2P166>.

12 Rehman, S., & Azam Roomi, M., 'Gender and work-life balance: a phenomenological study of women entrepreneurs in Pakistan' (2012) 19(2) *Journal of Small Business and Enterprise Development* 209-228 <https://doi.org/10.1108/14626001211223865>.

13 Al-Hossienie, C. A., 'Socio-economic impact of women entrepreneurship in Sylhet City, Bangladesh' (2011) 12 *BDRWPS* 1-22 <https://dx.doi.org/10.2139/ssrn.1890681>.

14 Mahi Uddin, M. D., & Chowdhury, M. M., 'An Investigation into the issues of Work-Life Balance of Women Entrepreneurs in Bangladesh' (2015) *Journal of Business and Management (IOSR-JBM)* 17(4) 07-17 <http://dx.doi.org/10.9790/487X-17430717>.

15 Cross, C., & Linehan, M., 'Barriers to advancing female careers in the high-tech sector: empirical evidence from Ireland' (2006) 21(1) *Women in Management Review* 28-39 <https://doi.org/10.1108/09649420610643394>.

16 Bullough, A., & Abdelzaher, D., 'Global Research on Women's Entrepreneurship: An Overview of Available Data Sources & Limitations' (2013) 2(3) *Business and Management Research* <https://doi.org/10.5430/BMR.V2N3P42>.

According to Shmiln, home and family are the priorities of women in most developing countries.<sup>17</sup> Women's attempts to integrate, sort, and balance diverse problems and activities in their multiple roles and responsibilities have put them under a lot of pressure<sup>18</sup> and caused a work-life imbalance that affects themselves, their families, and the community. The capacity to achieve flexibility and control over work-home obligations is one of the primary characteristics driving successful female entrepreneurs.<sup>19</sup> In Malaysia, it is also found that for women to succeed in their careers, they should implement innovative strategies for balancing work and life, such as gaining support from spouses and families, practicing stress management skills, and altering their work structure so it becomes more flexible.<sup>20</sup> Family and social support have been emphasized as important components that contribute to the success of women entrepreneurs.<sup>21</sup>

One of the respondents in this article has even raised a similar issue, as stated in the above literature. One of the beneficiaries of a solution project called Program Pemerkasaan Ekonomi Ibu Tunggal di Pasoh, implemented by ATOA Enterprise as the SP, faced significant struggles and difficulties in her life due to her status as a single mother and the limited support system available to her for child care. Since the day she lost her husband, she has taken full responsibility for her children's welfare, and her mental health is also greatly affected by this event. This situation has caused her huge difficulties in managing her livelihood as well as her small business. Hence, it can be seen that:

- 
- 17 Shmiln, A. W., 'Female entrepreneurs in developing countries: a comparative with developed countries as explorative study' (2017) 7(331) *Arabian Journal of Business and Management Review* 2 <https://www.hilarispublisher.com/open-access/female-entrepreneurs-in-developing-countries-a-comparative-with-developedcountries-as-explorative-study.pdf>.>
  - 18 Horner Mitnick, D., 'The Impact of Working Women on Work/Life Balance Perspectives' (2006) Master of Science in Organizational Dynamics Theses 4 <https://repository.upenn.edu/server/api/core/bitstreams/4080d2e4-49bb-46b8-b764-f09e67073c41/content>.
  - 19 Agarwal, S., & Lenka, U., 'Study on work-life balance of women entrepreneurs—review and research agenda' (2015) *Industrial and Commercial Training* <https://doi.org/10.1108/ICT-01-2015-0006>.
  - 20 Romli, L., & Ghani, N. A., 'Innovative strategies between work and life balance among female entrepreneurs in the state of Terengganu, Malaysia' (2018) 8(5) *International Journal of Academic Research in Business and Social Sciences* <https://doi.org/10.6007/ijarbss%2Fv8-i5%2F4084>.
  - 21 Abbas, T., Abrar, M., Saleem, R., & Iqbal, A., 'What Leads to Success for Women Entrepreneurs? An Empirical Study of Southern Punjab in Pakistan' (2016) [http://www.savap.org.pk/journals/ARInt./Vol.7\(5\)/2016\(7.5-12\).pdf](http://www.savap.org.pk/journals/ARInt./Vol.7(5)/2016(7.5-12).pdf).

*... “Saya sebagai single mom memang terasa sangat-sangat struggle untuk mencari rezeki untuk dua orang anak saya..tanpa..saya tidak dibantu oleh keluarga. Saya berdiri atas kaki sendiri. Susah ke penat ke, saya tetap kena jalani” ... – Beneficiary 1*

Another respondent raised a similar concern regarding work-life imbalance stemming from a lack of social support. Beneficiary 4, enrolled in the SPARKLE project, which stands for “Skills Program for Advancing Resourceful Knowledge in Beauty for Low-income Entrepreneurs,” with Paradise Beauty Parlour as the SP, shared akin challenges in managing her life. Juggling work responsibilities as a single mother, she must also care for her ailing mother and support her daughter, who is categorized as a Person with Disability (PWD), all while grappling with ways to enhance her modest income. She openly acknowledges feeling mentally fatigued and stressed as she endeavors to maintain balance in her life.

*... “Actually to be frank I have been mentally struggling my life previously. Work, family, illness mother and daughter, and low income. It is really a stressful life. Do not know which part of life I need to move forward.” ... – Beneficiary 4*

Women entrepreneurs are more vulnerable to work-life imbalance and need sufficient social support to build successful careers. To quote an example, this can be observed through one of the solution projects with Ana CB Enterprise as the SP, for a project called From Sewing Shop to Community Learning and Cafer Centre at Baling, Kedah, where the place has now become an empowerment and therapeutic center for B40 women entrepreneurs through sewing skills learning. The participants can even bring their children while training and working. The center also provides sewing machines for the beneficiaries to practice without charge. These initiatives show a promising future that can contribute to women-entrepreneurial success, where women not only gain new business-specific skills and grow their businesses but also have more flexibility and control over their work-life balance, which helps a lot for them to cope well with their life challenges.

Another example can be studied from a solution project by an SP called Persatuan Wanita Inspirasi Mampan for project Kiosk Jerlun Ohsem. It has evolved into a one-stop women’s entrepreneur center in Jerlun, Kedah, with 30 members who have a high interest in making food goods. The kiosk or station functions as a community development center, offering psychosocial support to the local community, notably B40 women. The purpose of the center is to serve as a place for women to broaden their

knowledge and experience about the food industry business, as well as obtain moral support and endless guidance from other women who share the same interest and passion in this supportive atmosphere. This holistic approach emphasizes the value of social support in assisting women entrepreneurs by boosting women's self-esteem and giving them the courage to pursue business growth.

These case examples highlight the importance of providing social support and work-life balance for B40 women entrepreneurs. This kind of assistance is very meaningful and helps women entrepreneurs become more confident and proactive in growing their businesses. Access to knowledge, skills, and a conducive business environment is pivotal for women entrepreneurs. This facilitates not only effective business management but also enables them to better balance familial responsibilities, leading to enhanced mental well-being. With the right resources and practical business spaces, women can efficiently allocate time to strategize for their businesses, consequently elevating product quality and overall success. This article aims to explore more on the mental well-being aspect of the selected beneficiaries through four identified solution projects under APPGM-SDG.

## Methodology

This research employs rigorous research methodologies, including monthly monitoring of project locations, on-site visits, and in-depth interviews. Solution projects under the APPGM-SDG provide sustainable and long-lasting solutions to ensure that recipients not only survive but prosper. Due to the various responsibilities that women have, projects are created with flexibility and creative solutions.

The solution project unit at the APPGM-SDG Secretariat conducts online monthly monitoring meetings with the SPs for 3 to 4 months via Zoom. During these meetings, the SPs would present their project and the beneficiaries' progress. After each meeting, the SPs will submit reports, which will be reviewed by the solution project officers. The reports include project impact evaluations based on the Meta Integral Framework which consists of 4-four domains: Deep Impact, Clear Impact, Wide Impact, and High Impact. These impact evaluations allow solution project officers to see the changes observed within the project and the beneficiaries.<sup>22</sup>

---

22 Daud, Sity, and Rashila Ramli, 'Methodology and Analytical Framework' in Sity Daud and Rashila Ramli, *Sustainable Development Goals SDGs & Project Impact Evaluation in Malaysia* (Malaysian Social Science Association (PSSM), Bangi, Selangor, 2024), pp. 17-19.

The first impact, referred to as Deep Impact, includes the beneficiaries' emotional, esteem-related, motivating, satisfaction-related, and confidence-related changes in personal experiences. The second impact, Clear Impact, refers to improvements in beneficiaries' abilities and performance. The third feature, Wide Impact, looks at the relationships that beneficiaries have developed with many stakeholders, such as program participants, service providers, government agencies, and other civil society organizations. Finally, High Impact refers to the development of systems such as standard operating procedures (SOPs), workplace standards, organizational norms, or defined processes for carrying out certain duties.

The solution project officers conducted on-site visits once during the 4 months of project implementation, between October and December 2023. The author, who is a qualified developmental psychologist with expertise in conducting behavioral interventions and assessments, is part of the solution project team who visited the projects with the team. The firsthand experience gained during these on-site visits not only enhances understanding of project delivery, but also creates opportunities for comprehensive questioning and insightful responses from both solution providers and beneficiaries. By actively engaging with the beneficiaries, the author had the opportunity to listen to their challenges and success stories, including improvements in their mental well-being.

Following the on-site visits, the author proceeded with in-depth interviews with the beneficiaries to gain a better understanding of their mental well-being journey. This approach also allowed participants to articulate their journeys and learning experiences throughout the project. It serves as a platform for them to express any difficulties faced or empowerment achieved, as well as discuss the tangible outputs and outcomes resulting from their participation in the project. There are two questions being asked:

1. What are the emotional changes that you have experienced since joining APPGM-SDG?
2. Do you feel that your mental health is improving?

In this research, four beneficiaries were selected as interview participants. The inclusion criteria for the respondents are that they must be from the B40 category, be a woman entrepreneur, and have struggled to improve their mental well-being. Informed consent of all participants was obtained before the in-depth interviews, including audio recordings



of the interviews. The in-depth interviews were conducted in December 2023. The author used thematic analysis to examine the patterns or themes emerging from the in-depth interviews with the four chosen beneficiaries. This analysis assists in identifying and interpreting patterns or themes in a set of data, which can contribute to better knowledge and fresh insights into the issue statements for this study.<sup>23</sup>

The project name, SP, and accompanying beneficiary are all denoted by a numerical label ranging from one to four in Table 1.1.

**Table 1.1: Project name, solution provider (SP), and beneficiaries**

| No. | Project Name  | Solution Provider  | Beneficiary   |
|-----|---|--|---------------|
| 1   | Program Pemerkasaan Ekonomi Ibu Tinggal di Pasoh  | ATO Enterprise   | Beneficiary 1 |
| 2   | From Zero to Hero   | Athanliz Innovations Sdn Bhd                                     | Beneficiary 2 |
| 3   | KIWARA Youth Centre   | Kelab Inspirasi Wanita Rahmah Kepala Batas Pulau Pinang (KIWARA) | Beneficiary 3 |
| 4   | SPARKLE “Skills Program for Advancing Resourceful Knowledge in Beauty for Low-income Entrepreneurs” | Paradise Beauty Parlour  | Beneficiary 4 |

## Impact analysis

Impact analysis is a systematic approach used to assess the effectiveness of programs and interventions, which helps to accurately assess the impact of solution projects and provide sound recommendations for future projects.<sup>24</sup> Drawing from the overall positive project outcomes shared by the Meta Integral Framework, the author discovered that the mental well-being of the beneficiaries improved. Three main themes emerged from thematic analysis which are positive social interaction,

23 Naeem, Muhammad, Wilson Ozuem, Silvia Ranfagni, and Silvia Ranfagni, ‘A Step-by-Step Process of Thematic Analysis to Develop a Conceptual Model in Qualitative Research’ (2023) 18 International Journal of Qualitative Methods.

24 Daud, Sity, and Rashila Ramli, Executive Summary (Malaysian Social Science Association (PSSM), Bangi, Selangor, 2024).

social support, and improved mental well-being. These are elaborated below with verbatim quotes from the beneficiaries.

The solution projects encourage and inspire the SP to create sustainable impacts with creative and empathetic thinking to uplift the beneficiaries from poverty and transform their future. The ongoing support and vigilant monitoring provided by the SP play a pivotal role in empowering beneficiaries to thrive in their businesses, thereby positively impacting the livelihoods of themselves and their families.

The APPGM-SDG solution projects have been identified as catalysts for enhancing positive social interaction among beneficiaries, thereby contributing significantly to the improvement of their mental well-being. This positive impact is evident in the experiences shared by Beneficiary 3 from the Kiwara Youth Center project, facilitated by SP, Kelab Inspirasi Wanita Rahmah Kepala Batas Pulau Pinang (KIWARA). During the entirety of the classes or modules within the project, Beneficiary 3 not only found comfort and pleasure but also identified these modules as effective coping mechanisms for managing daily stress.

*... “Bila saya belajar tu dia..tumpuan tu dalam acara tu saja. Saya dah tak pikiaq. Hilanglah masalah-masalah. Dengan keluarga pun dah OK dan kurang stres.” ... – Beneficiary 3*

Beneficiaries 1, 2, and 4 have experienced changes since joining the solution project. Within these projects, all of the beneficiaries play a crucial role as a social support group, creating a secure and welcoming environment for the beneficiaries to openly share not only life experiences but also to highlight recent business achievements among a group of like-minded peers. This demonstrates that the beneficiaries not only gained new insights and skills in entrepreneurship but also cultivated a newfound support system, a constant source of encouragement poised to elevate their self-motivation and bolster their confidence throughout their entrepreneurial expedition.

*... “Alhamdulillah sejak saya sertai APPGM-SDG ni alhamdulillah saya ada rasa perubahan, saya dapat berkongsi suka duka, dapat berkongsi pendapatan, dapat menambah ilmu..dengan saya sertai ini saya dapat menambah pendapatan saya. Saya berterima kasih sangat-sangat kepada ATOA kepada APPGM yang banyak membantu mengurangkan beban saya.” ... – Beneficiary 1*

*... “Produk kita alhamdulillah kualiti OK cuma kita tak ada platform untuk kita marketkan. Jadi bila ada platform yang Dr Athifah offer kepada saya, saya rasa benda ni sangat bagus, sangat membantu untuk usahawan kecil macam saya lah.” ... – Beneficiary 2*

... *"I feel happy and proudly going to start my new journey of doing my mobile spa. This really will help me to earn extra income to look after my family. Being a single mother is really a hard time but SPARKLE program has shown me a future."* ... – Beneficiary 4

One particularly interesting finding is that while the primary objective of these solution projects is to impart business-specific skills for income generation, the results indicate an additional and noteworthy benefit, a significant enhancement in the mental well-being of the beneficiaries. This positive outcome is vividly demonstrated in the interviews with Beneficiaries 2, 3, and 4, all of whom attested to marked improvements in their mental health since becoming participants in the projects under APPGM-SDG.

... *"Kalau dari segi mental health saya memang banyak improve lah. Banyak improvement. Sebab dulu ah..sebab sakit..pastu bisnes slow..so memang down, memang stres. Ah..tapi sekarang alhamdulillah lah."* ... – Beneficiary 2

... *"Semasa saya sertai kelas ini..haa..depression saya semakin berkurangan..dah tak berapa stress. Saya dalam pergaulan rakan-rakan yang baik. Tempat..tempat pembelajaran tu pun..ok..bagus..pembelajaran semua pun bagus...cikgu pun OK."* ... – Beneficiary 3

... *"This is really a new adventure in my life to move forward and break all my struggles. SPARKLE program has shown me the brightness part. I have improved my mental health and my mindset. My confidence level has changed."* ... – Beneficiary 4

## Conclusion

Drawing from the experiences of APPGM-SDG, it is evident that numerous women express a keen interest in acquiring specialized business skills, including baking and pastries, agriculture, and sewing. The acquisition of these skills has empowered women to enhance their income and has served as a valuable contribution to household finances. As a result, the confidence of these women entrepreneurs has not only increased but has also improved their overall lifestyle and well-being. Based on the findings, alongside the crucial aspect of quality education, it becomes apparent that a solid support system is equally indispensable in the journey to foster successful women entrepreneurs. Hence, empowering women entrepreneurs should not be confined to the development of entrepreneurial skills alone; it should also embrace the provision of emotional support and innovative solutions geared towards attaining a sustainable work-life balance.

The development of a strong partnership and close working relationship between APPGM-SDG, beneficiaries, and solution providers is critical for building a harmonious working environment and empowering a community. This is a long process that takes time to develop trust. Building a lasting connection necessitates authenticity, integrity, and a proactive commitment to resolving concerns and flaws as they arise. Seeing each individual's cumulative efforts contribute to the ongoing building of a resilient community is a journey conducted with the utmost respect and decency. All the beneficiaries featured in this article are providing positive feedback and expressing a keen interest in continuing their journey with the SP. This emphasizes the crucial role of relationships founded on empathy, compassion, and sincerity in empowering the community. Such connections are crucial to the development of a resilient and vibrant community.

## Reference

- Abbas, T., Abrar, M., Saleem, R., & Iqbal, A. (2016). 'What Leads to Success for Women Entrepreneurs? An Empirical Study of Southern Punjab in Pakistan.'
- Agarwal, S., & Lenka, U. (2015). 'Study on work-life balance of women entrepreneurs—review and research agenda.' *Industrial and Commercial Training* <https://doi.org/10.1108/ICT-01-2015-0006>.
- Alam, S. S., Jani, M. F. M., & Omar, N. A. (2011). 'An empirical study of success factors of women entrepreneurs in southern region in Malaysia.' *International Journal of Economics and Finance*, 3(2), 166-175.
- Al-Hossienie, C. A. (2011). 'Socio-economic impact of women entrepreneurship in Sylhet City, Bangladesh.' *BDRWPS*, 12, 1-22.
- Buttner, E. H., & Moore, D. P. (1997). 'Women's organizational exodus to entrepreneurship: self-reported motivations and correlates with success.' *Journal of Small Business Management*, 35, 34-46.
- Buttner, E. H. (1993). 'Female entrepreneurs: how far have they come?' *Business Horizons-Bloomington*, 36, 59-59.
- Cross, C., & Linehan, M. (2006). 'Barriers to Advancing Female Careers in the High-Tech Sector: Empirical Evidence from Ireland.' *Women in Management Review*, 21(1), 28-39.

- Daud, Sity, and Rashila Ramli. (2024). 'Methodology and Analytical Framework.' In Sustainable Development Goals SDGs & Project Impact Evaluation in Malaysia, by Sity Daud and Rashila Ramli, 17-19. Bangi, Selangor: Malaysian Social Science Association (PSSM).
- de Cates, A., Stranges, S., Blake, A., & Weich, S. (2015). 'Mental well-being: An important outcome for mental health services?' *The British Journal of Psychiatry*, 207(3), 195-197.
- Fenwick, T., & Hutton, S. (2000). 'Women crafting new work: The learning of women entrepreneurs.'
- Gottlieb, B. H., & Bergen, A. E. (2010). 'Social support concepts and measures.' *Journal of Psychosomatic Research*, 69(5), 511-520.
- Harandi, T. F., Taghinasab, M. M., & Nayeri, T. D. (2017). 'The correlation of social support with mental health: A meta-analysis.' *Electronic Physician*, 9(9), 5212.
- Horner Mitnick, D. (2007). 'The Impact of Working Women on Work/Life Balance Perspectives.' *Master of Science in Organizational Dynamics Theses*, 4.
- Kerr, S. P., Kerr, W. R., & Xu, T. (2017). 'Personality traits of entrepreneurs: A review of recent literature' (No.w24097). National Bureau of Economic Research. <https://doi.org/10.3386/w24097>.
- Mahi Uddin, M. D., & Chowdhury, M. M. (April 2015). 'An Investigation into the issues of Work-Life Balance of Women Entrepreneurs in Bangladesh.' *Journal of Business and Management (IOSR-JBM)*, 17(4), 7-17.
- Naeem, Muhammad , Wilson Ozuem, Silvia Ranfagni, and Silvia Ranfagni. (2023). 'A Step-by-Step Process of Thematic Analysis to Develop a Conceptual Model in Qualitative Research.' *International Journal of Qualitative Methods*, 18.
- Powell, G. N., & Eddleston, K. A. (2013). 'Linking family-to-business enrichment and support to entrepreneurial success: do female and male entrepreneurs experience different outcomes?' *Journal of Business Venturing*, 28(2), 261-280.
- Rehman, S., & Azam Roomi, M. (2012). 'Gender and work-life balance: a phenomenological study of women entrepreneurs in Pakistan.' *Journal of Small Business and Enterprise Development*, 19(2), 209-228.

- Romli, L., & Ghani, N. A. (2018). 'Innovative strategies between work and life balance among female entrepreneurs in the state of Terengganu, Malaysia.' *International Journal of Academic Research in Business and Social Sciences*, 8(5).
- Basit, A., Hassan, Z., & Sethumadhavan, S. (2020). 'Entrepreneurial success: Key challenges faced by Malaysian women entrepreneurs in 21st century.' *International Journal of Business and Management*, 15(9), 122-138.
- Bullough A., & Abdelzaher, D.M. (2013). 'Global Research on Women's Entrepreneurship: An Overview of Available Data Sources & Limitations.' *Business and Management Research*, 2(42).
- Buttner, E. H., & Moore, D. P. (1997). 'Women's organizational exodus to entrepreneurship.'
- Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences*.
- Shmiln, A. W. (2017). 'Female entrepreneurs in developing countries: a comparative with developed countries as explorative study.' *Arabian Journal of Business and Management Review*, 7(331), 2.
- World Health Organization. (2004). *Promoting mental health: Concepts, emerging evidence, practice: Summary report*. Retrieved February 19, 2021, from [https://www.who.int/mental\\_health/evidence/en/promoting\\_mhh.pdf](https://www.who.int/mental_health/evidence/en/promoting_mhh.pdf).