Work Plan and Methodology:

To satisfy the objectives, the primary data has been collected with the help of a structured questionnaire. Considering the exploratory nature of the research, a triangulation approach (comprising in-depth interviews and questionnaires) was adopted for the study. On average, the interviews lasted for about an hour. For this research work, information on demographics, organizational structure, attrition and retention is content analyzed, and at places direct quotes are used.

A convenient randomized sample of more than 200 women (working women) respondents from the aforesaid blocks shall be select from different locations of Mumbai. Chi-square test, weighted average scores and percentages shall be use to draw the meaningful inferences from the study.