

Developing an Entrepreneurship Culture- An Effective Tool for Empowering Women

Dr. Sr. Rosa K.D.
Associate Professor & Research Guide
St. Joseph's College, Irinjalakuda, Kerala

Abstract

[Half of the world population constitutes women. This vast Human Resource is never fully recognised or utilised. Their talents, creativity, communication and leadership skills, and hard working nature can contribute a lot to the development of the society. But this fact is not attended to with due importance. In many countries and societies, women enjoy a very poor status and this is taken for granted. They take up the sole responsibility of home maker, but their work is not accounted for. When they are employed, they bear the burden of dual responsibility. Women often face harassment at home as well as at work place. The glass ceiling phenomenon denies her, the rightful promotions to higher echelons. Developing an entrepreneurial culture is very important for empowering women. In a society facing unemployment and underemployment problems, it is important to reorient them from the role of a job seeker to that of a job provider. This study aims at making a comparative analysis of the empowerment attained by women through entrepreneurship and other forms of employment. The analysis of the primary data shows that, women are empowered to a great extent through entrepreneurship. The analysis of secondary data provided by Global Entrepreneurship Monitor (GEM) studies show that in all 70 economies studied, the rates of women's entrepreneurship are lower than men's. Necessity entrepreneurship is found to be more prevalent among women in poor countries, than "opportunity" entrepreneurship. Hence steps should be taken to enhance women entrepreneurship and to empower women entrepreneurs with technical know-how, finance, marketing facilities, and legal and government support.

Key words: entrepreneurship, empowerment, necessity entrepreneurship and opportunity entrepreneurship.]

Introduction

Half of the world population constitutes women. This vast Human Resource is never fully recognised or utilised. Their talents, creativity, communication and leadership skills, and hard working nature can contribute a lot to the development of the society. But this fact is not attended to with due importance. In many countries and societies, women enjoy a very poor status and this is taken for granted. They take up the sole responsibility of home maker, but their work is not accounted for. Developing an entrepreneurial culture is very important for empowering women. In a society facing unemployment and underemployment problems, it is important to elevate women from the role of a job seeker to that of a job provider. The international Development agencies have recognized the need for such empowerment measures. Women Entrepreneurship Development Programme of ILO, (ILO-WED) works on enhancing economic opportunities for women by carrying out affirmative actions in support of women, in starting, formalizing and growing their enterprises, and by mainstreaming gender equality issues into the ILO's work in enterprise development. Its general objective is to contribute towards the creation of an enterprise culture in a country or society, as stipulated by the ILO recommendation 189, by promoting awareness among young people of the opportunities and challenges of entrepreneurship and self-employment, and of their role in shaping their future and that of their country's economic and social development. Since 30% of all new firms are started and owned by women, there is a need for theoretical and practical approaches that make women's entrepreneurship visible and even more successful. During the past year, Japan has seen a surge of interest in empowering businesswomen since Prime Minister Shinzo Abe on his special initiatives, was pressurizing Japanese corporations to boost the number of women in executive roles to 30% by 2020.ⁱ

Statement of the Problem

Even after six decades of independence, great inequalities exist between men and women in employment opportunities, remuneration, recognition of women's economic participation and rights in India. Some of the manifestations of inequalities are listed below.

- Women have fewer job opportunities than men and are mostly found in low paid and less prestigious occupations.

- Women scarcely hold managerial positions and high government posts. The glass ceiling phenomenon denies her, the rightful promotions to higher echelons.
- Women who work outside their homes bear a double work burden which is an obstacle both to better employment opportunities, and participation in social and political ventures.
- Women often face harassment at home as well as at work place.
- Young mothers find the strict timings at work place difficult and in private institutions, most of them are forced to discontinue after child birth.
- The inequalities women face in economic participation have an adverse effect on women's self esteem and their status in society.

Objectives

1. To measure the empowerment gained by women through various types of employment
2. To measure the degree of empowerment gained by women through self employment
3. To make a comparative study between the degree of empowerment gained through employment generally and through entrepreneurship
4. To study the problems faced by women entrepreneurs
5. To suggest ways and means for strengthening women entrepreneurship

Methodology

Both primary and secondary data are used for the study. Primary data was collected with the help of questionnaires distributed to 30 women entrepreneurs and 30 women employees of various categories. Satisfaction index was the tool used. The cumulative Index was calculated for each element and sub-element.

Satisfaction index is evaluated as follows:

Between 1 and 33.33 = less favourable

Between 33.33 and 66.66 = moderately favourable

Above 66.66 = highly favourable.

Secondary data was collected from Global Entrepreneurship Monitor (GEM) studies that examined the rates of entrepreneurship in 70 economies. Tables and diagrams and percentage analysis were made use of, to analyse the secondary data.

Empowerment- Meaning and Definitions

The term 'empowerment' began to be applied in the women's movements in the mid 1970s. The international use of the term probably began with the appearance of the book, "Development, Crisis and Alternative Vision: Third World Perspectives" (1985), prepared by Sen and Grown, for the Nairobi conference at the end of the U.N Decade of Women. Even before that, the term had been in use in Management Sciences.ⁱⁱ

The dictionary meaning of the term, 'to empower', is 'to invest legally or formally with power, to enable or to permit.' Empowerment is a goal to be achieved. At the same time it is also an ongoing process which is undergone by individuals, groups and communities. Nelly Stormquist, defines empowerment as "a process to change the distribution of power both in interpersonal relations and in institutions throughout society". Lucy Lazo describes it as "a process of acquiring, providing, bestowing the resources and the means for enabling the access to and control over such means and resources." Both the definitions recognise a process of transformation in the person as well as in relationships. According to Depthnews, "it is a process in which women gain control over their own lives by knowing and claiming their rights at all levels of society at the international, local and house hold levels. Self empowerment means that, women gain autonomy, are able to set their own agenda and are fully involved in the economic, political and social decision making process."ⁱⁱⁱ

Empowerment



Thus, empowerment is the process as well as the result of the process-whereby the powerless or less powerful members of a society gain greater access and control over material and knowledge resources, and challenge the ideologies of discrimination and subordination,

which justify its unequal distribution. Empowerment manifests as a changing balance of power in terms of resource distribution and changes in ideology or ways of thinking.^{iv}

Empowerment at Work Place

Empowerment at work place is discussed through the analysis of indices for the four elements of empowerment, namely, 1. Team work 2. Communication 3. Leadership and 4. Performance.

EMPOWERMENT THROUGH TEAMWORK

A woman, when employed or starts a business of her own, gets out of herself and interacts with others. Whomever she interacts with, within the organization, is known as the 'team', in the present context.

There are 8 elements under teamwork, namely, 1. involvement in teamwork, 2. expression of ideas and opinions in the team, 3. increase in effectiveness, 4. mutual trust and respect among team members, 5. harmony and enthusiasm among the team members, 6. helping attitude, 7. increase in creativity and 8. consideration of opinions by the team members. The degree of empowerment achieved through involvement in teamwork of the employed women in the sample is examined here.

TABLE 1

DIAGRAM-1

Scores for all the eight elements in Table 1 show that, there is high positive variation for the self employed women, compared to the group of employed women. The self-employed women have a high degree of mutual trust and respect. The business being run either by a group of women, or by a woman with the help of a team, its success depends to a great extent on the mutual trust and respect among team members. The average variation is almost 20%, which is a very high figure.

EMPOWERMENT THROUGH COMMUNICATION

This is one of the important elements of empowerment in the organization. The sub elements under study are 1. Knowledge of the goal of the team. 2. Communicating the goal to the team members. 3. Power through knowledge 4. Presence of effective communication channel 5. Co-operation through communication 6. Solving problems through communication 7. Seeking feedback and 8. Taking decisions through discussion Table 2 presents the satisfaction indices on all these elements, district-wise for all the seven categories of employees in the three districts.

TABLE-2

DIAGRAM-2

Category-wise comparison of elements in Table 2, as seen in Diagram 2 shows that, the self-employed women have high empowerment scores. In majority of cases, it is above 80. This shows that a great degree of importance is given for communication, in the small business units run by women. The positive variation for self employed women is 17, which shows that, entrepreneurship necessitates as well as develop communication skills in women. The positive variation is very clearly seen in the bar diagram.

EMPOWERMENT THROUGH LEADERSHIP

Eight statements are grouped under the head Leadership, namely, 1. Opportunities for leadership contributing to a powerful personality, 2. Listening patiently to different opinions 3. Encouraging the team members, 4. Achievement of the goal through the contribution of group members, 5. Accomplishing the impossible, 6. Increase in potential for growth and development, 7. Understanding the problems before responding to them, and 8. Giving directions to subordinates than doing things oneself. All these statements are directly pointing towards the possession of good leadership qualities.

TABLE-3

DIAGRAM-3

The table 3 shows that, the variation in cumulative index of leadership elements is +18. But there is a high degree of fluctation in variation, ranging from +5 to +38, which is evident in the bar diagram. Self employed women feel that the contribution by the team members is not

very significant. In the case of giving directions to subordinates, there is a high variation of +38, which indicates that there is high amount of empowerment in them.

EMPOWERMENT THROUGH PERFORMANCE

Many factors affect the performance of an employee. These factors are analysed through 7 sub-elements namely, 1. sense of belonging to the institution. 2. affinity to work. 3. adherence to work. 4. accomplishing the entrusted task, 5. use of skill and experience at work-place. 6. recognition received for the work and 7. perseverance in times of difficulty.

As a result of employment in an organization, the performance level of women improves through team work and communication. When the performance improves this leads to increase in self confidence and self esteem. Thus employed women gain empowerment within their personality.

TABLE-4

DIAGRAM-4

The variation in cumulative index on Performance, as seen in Table 4 and Diagram 4 is +18. Use of skill and experience at work-place has the highest score of 90, for self employed women. All the scores are very high and the cumulative index is as high as 84. This shows that entrepreneurs show high degree of performance level, compared to employed women.

ANALYSIS-PART II

In this section data provided by GEM 2013 is analysed. GEM data provides a lot of information about entrepreneurial activities in 70 economies, which they have arranged according to geographical regions as Latin America and Carribean, Middle East and North Africa, Sub-Saharan Africa, Asia Pacific and South Asia, EU 28, Non EU 28 and North America. More than 1,97,000 individuals have been surveyed and approximately 3800 national experts on entrepreneurship participated in the study across 70 economies, collectively representing all global regions of the world. GEM has analysed well-being as a special topic in 2013. ^v

It is very interesting to note that, the findings in the secondary data of GEM, is very much similar to the findings of the primary data analysed. In all regions, entrepreneurs exhibit

relatively higher rates of subjective well-being in comparison to individuals who are not involved in the process of starting, owning or managing a business.

Necessity driven entrepreneurs are those who are pushed into starting a business, since they have no other option for any type of employment and have considerably lower rates of well-being. Female entrepreneurs in innovation driven economies exhibit a higher degree of subjective well-being than males.

TABLE-5

Table 5 shows very clearly that, in both early stage as well as stable stage, women entrepreneurs are having better satisfaction indicators of balance between personal and professional lives. While it ranges from 0.00 to -0.10 for men, it ranges from 0.15 to 0.05 for women in the early stage of entrepreneurship. Similarly, in the stable stage of entrepreneurship, while it ranges from 3.4 to 3.8 for men, it ranges from 4 to 4.4 for women.

DIAGRAM-5

Diagram 5 shows very clearly that the entrepreneurial activity for men and women is almost the same in the Sub-Saharan Africa. When compared to other regions in the world, maximum entrepreneurial activity is also in that region. It is followed by Latin American region. Early stage entrepreneurial activity is the minimum for NEU, followed by EU and North America. This shows that early stage entrepreneurial activity is minimum for developed countries and maximum for less developed countries. It is more necessity-driven than opportunity driven.

The percent of women entrepreneurs is higher in countries where the general income per capita is small and where women have no other option for making a living. The difference between “necessity” and “opportunity” entrepreneurship is studied. Necessity entrepreneurship is found to be more prevalent among women in poor countries. From the perspective of diversity, equality and inclusion, entrepreneurship can be viewed as a means for inclusion of women and other marginalized groups in countries, especially low-income countries.

TABLE-6

DIAGRAM-6

The table 6 shows that, the highest indicators, both for male and female are for the Latin American and Carribean Region and for North America. In North America (0.42 and 0.40) and Sub Saharan Africa (-0.53 and -0.56), male female variation is minimum (-0.02 and -0.03). Out of the 7 regions, four have higher indicators for women. They are Middle East and North Africa, Asia Pacific and South Asia, EU 28 and Non EU 28. The diagram also shows it clearly.

A comparative analysis of 5 Asian countries (Table 5) shows that, all except China are having higher indices for women. The highest variation in favour of women is for Japan (+0.69). Malaysia, Singapore and India follows with +0.26, +0.22 and +0.20. As far as India is concerned, it is a positive sign that puts India at par with other developed economies in the region in the case of women entrepreneurship is concerned. Hence efforts should be taken by the Government and other agencies to enhance women entrepreneurial activities in the country.

Findings

- 1.The GEM data analysis shows that the percent of women entrepreneurs is higher in countries where the general income per capita is small and where women have no other option for making a living.
2. The difference between “necessity” and “opportunity” entrepreneurship is studied. Necessity entrepreneurship is found to be more prevalent among women in poor countries.
3. Both in early stage as well as stable stage, women entrepreneurs are having better satisfaction indicators of balance between personal and professional lives.
4. The highest well being indicators, both for male and female are for the Latin American and Carribean Region and for North America.
5. Out of the 7 regions, four have higher well being indicators for women. The regions are Middle East and North Africa, Asia Pacific and South Asia, EU 28 and Non EU 28.
6. A comparative analysis of 5 Asian countries shows that, all except China are having higher well-being indices for women.

7. The highest variation in well being in favour of women is for Japan (+0.69). Malaysia, Singapore and India follows with +0.26, +0.22 and +0.20.
8. Since women entrepreneurs exhibit high work –life balance and personal well-being, more even gender balance in entrepreneurship can bring better work-life balance and well-being to the society.
9. All the elements of empowerment at work place shows a positive variation in favour of self employed women and hence proves that women are empowered to a great extent through entrepreneurship.
10. The personal interview revealed the problems faced by women entrepreneurs such as problem in marketing the products, difficulty in getting finance and difficulty in getting money from the debtors.

Recommendations

1. As far as India is concerned, it is a positive sign that puts India at par with other developed economies in the region in the case of well being of women entrepreneurs. Hence efforts should be taken by the Government and other agencies to enhance women entrepreneurial activities in the country.
2. Entrepreneurship should be promoted as a means for inclusion of women and other marginalized groups, especially in the low-income countries.
3. Since elements of empowerment have very high indices for women entrepreneurs, entrepreneurship must be promoted by all means. This will lead to the well-being of the society.
4. In order to promote marketing of the products of women entrepreneurs, special markets and sales facilities should be provided for them.
5. Banks should be instructed to provide funds for women entrepreneurs, even without offering security and at low rates of interest.

6. Since women have low bargaining power compared to male customers, stringent action should be taken in case of failure of debt payment.

Conclusion

GEM data shows that, women's involvement in early-stage entrepreneurship varies greatly across the globe. These differences are partly due to the differences in culture and customs regarding women's participation in the economy. Labelling jobs as male-female jobs, bias regarding women starting and owning business etc., restrict women's entry into many jobs.

It is noteworthy that Sub-Saharan African rates of female early-stage entrepreneurship are almost the same as their male counterparts. Ghana, Nigeria and Zambia exhibit greater participation than men. Economies like Brazil, Indonesia, Philippines, Thailand, Russia and Switzerland that come from various global regions representing every phase of economic development also have a similar proportion of male-female entrepreneurs. While men are more opportunity-driven, women are more necessity-driven. While the empowerment elements are having high scores in the primary data analysis for women entrepreneurs in comparison with other employees, GEM studies also find that women entrepreneurship brings greater well-being for women. From both analyses, it is very evident that women entrepreneurship can bring in more empowerment for women as well as greater well-being for the societies. Hence, steps should be taken by each and every state to augment women entrepreneurship as well as encourage women to take up entrepreneurship, by providing all the facilities required.

ⁱ www.sses.se/education/courses/entrepreneurship-and-gender

ⁱⁱ Stormquist, Nelly P., "The Theoretical and Practical Bases for Empowerment", in Rao, Digumarti Bhaskara Rao Ed., *Women Education and Empowerment*, The International Encyclopedia of Women, Vol.2, New Delhi, Discovery Publishing House, 1998, p.14.

ⁱⁱⁱ Anonuevo, Caroline Medel and Bochynek, Bettina, "Seminar on Women Education and Empowerment", in Rao, Digumarti Bhaskara Ed., *Women Education and Empowerment*, The International Encyclopedia of Women, Vol.2, New Delhi, Discovery Publishing House, 1998, p.6.

^{iv} Vasudevan, V. K. Ed., *Status of Women in Kerala*, Trivandrum, Kerala Women's Commission, 2002, p. 377.

^v Ameros, Jose Ernesto and Bosma Niels, Global Entrepreneurship Monitor, 2013 Global Report, www.gemconsortium.org

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6. ww.sses.se/education/courses/entrepreneurship-and-gender, 25th Sept.2014.

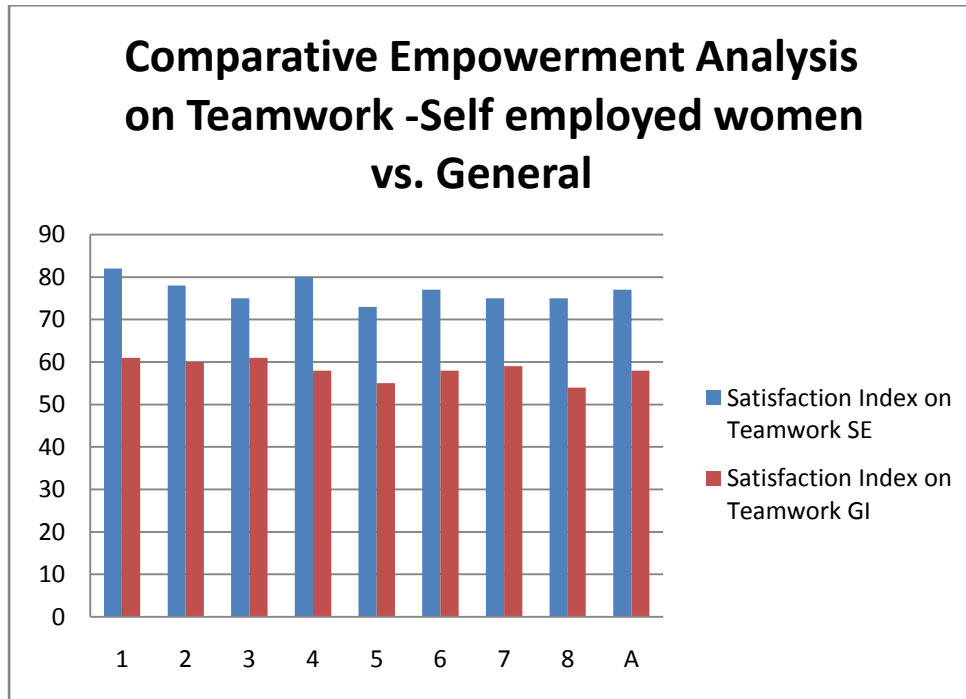
TABLES & DIAGRAMS

Table 1
Satisfaction Index on Teamwork

| | ELEMENTS | SE | GI | VA |
|----------|--|-----------|-----------|------------|
| 1 | Involvement in teamwork | 82 | 61 | +21 |
| 2 | Expression of ideas and opinions in the team | 78 | 60 | +28 |
| 3 | Increase in effectiveness | 75 | 61 | +14 |
| 4 | Mutual trust and respect among team members, | 80 | 58 | +22 |
| 5 | Harmony and enthusiasm among the team members, | 73 | 55 | +18 |
| 6 | Helping attitude | 77 | 58 | +19 |
| 7 | Increase in creativity | 75 | 59 | +06 |
| 8 | Consideration of opinions by the team members. | 75 | 54 | +21 |
| A | CUMULATIVE INDEX | 77 | 58 | +19 |

Source: Compiled from primary data

Diagram-1



Source: Compiled from primary data

Table 2

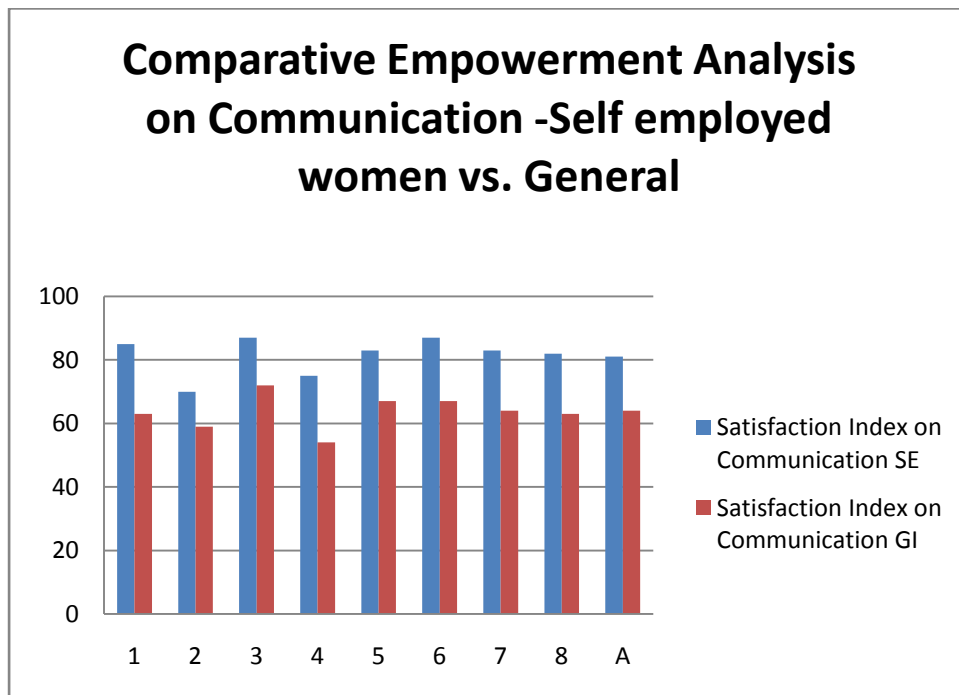
Satisfaction Index on Communication

| | ELEMENTS | SE | GI | VA |
|---|---|----|----|-----|
| 1 | Knowledge of the goal of the team | 85 | 63 | +22 |
| 2 | Communicating the goal to the team members | 70 | 59 | +11 |
| 3 | Power through knowledge | 87 | 72 | +15 |
| 4 | Presence of effective communication channel | 75 | 54 | +21 |
| 5 | Co-operation through communication | 83 | 67 | +15 |
| 6 | Solving problems through communication | 87 | 67 | +10 |
| 7 | Seeking feedback | 83 | 64 | +17 |

| | | | | |
|---|-------------------------------------|-----------|-----------|------------|
| 8 | Taking decisions through discussion | 82 | 63 | +19 |
| A | CUMULATIVE INDEX | 81 | 64 | +17 |

Source: Compiled from primary data

Diagram 2



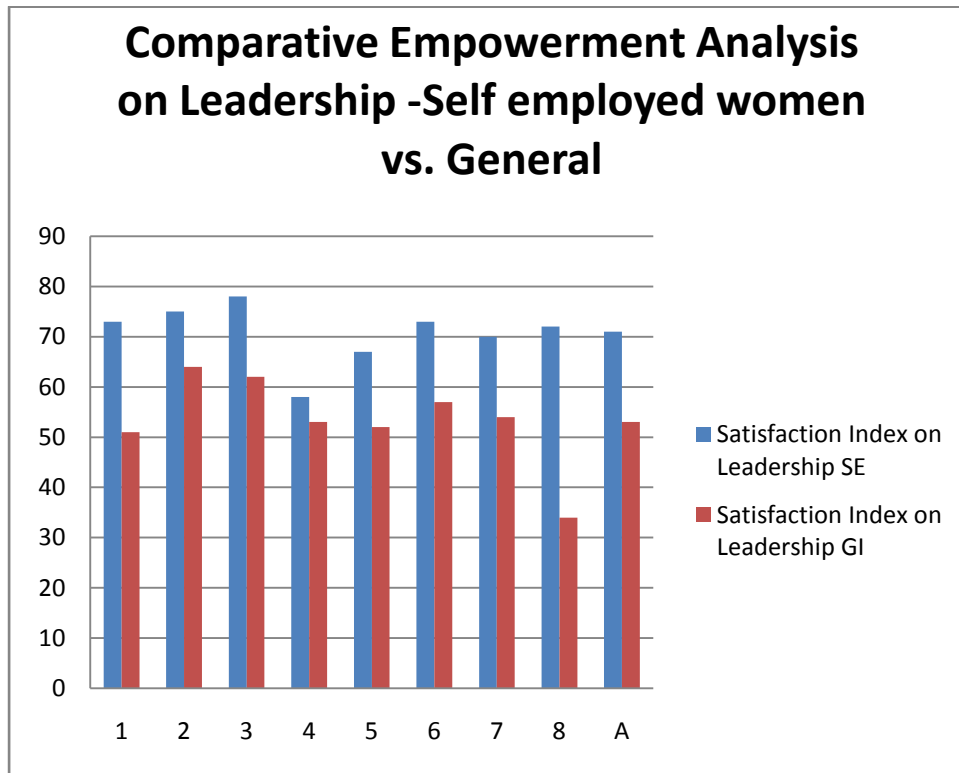
Source: Compiled from primary data

Table 3**Satisfaction Index on Leadership**

| | ELEMENTS | SE | GI | VA |
|---|---|----|----|-----|
| 1 | Opportunities for leadership contributing to a powerful personality | 73 | 51 | +22 |
| 2 | Listening patiently to different opinions, | 75 | 64 | +11 |
| 3 | Encouraging the team members | 78 | 62 | +16 |
| 4 | Achievement of the goal through the contribution of group members | 58 | 53 | +5 |
| 5 | Accomplishing the impossible | 67 | 52 | +15 |
| 6 | Increase in potential for growth and development | 73 | 57 | +16 |
| 7 | Understanding the problems before responding to them | 70 | 54 | +16 |
| 8 | Giving directions to subordinates than doing things oneself | 72 | 34 | +38 |
| A | CUMULATIVE INDEX | 71 | 53 | +18 |

Source: Compiled from primary data the greatest

Diagram 3



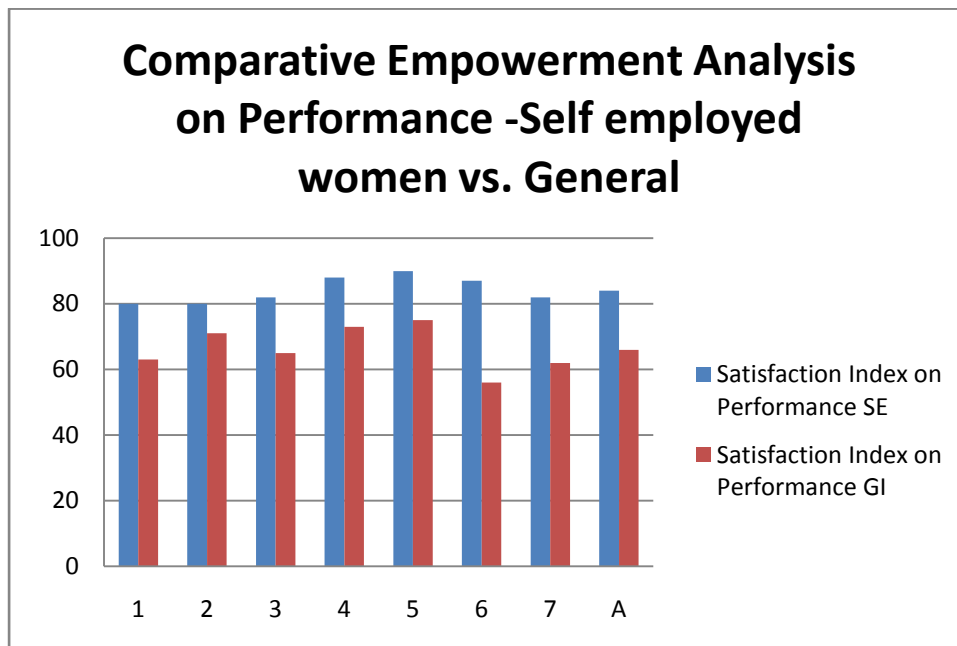
Source: Compiled from primary data

Table 4
Satisfaction Index on Performance

| | ELEMENTS | SE | GI | VA |
|---|---|-----------|-----------|------------|
| 1 | Sense of belonging to the institution | 80 | 63 | +17 |
| 2 | Affinity to work | 80 | 71 | +09 |
| 3 | Adherence to work | 82 | 65 | +17 |
| 4 | Accomplishing the entrusted task | 88 | 73 | +15 |
| 5 | Use of skill and experience at work-place | 90 | 75 | +15 |
| 6 | Recognition received for the work | 87 | 56 | +31 |
| 7 | Perseverance in times of difficulty | 82 | 62 | +20 |
| A | CUMULATIVE INDEX | 84 | 66 | +18 |

Source: Compiled from primary data

Diagram4



Source: Compiled from primary data

Table 5

Satisfaction Indicators with Balance Between personal and Professional life

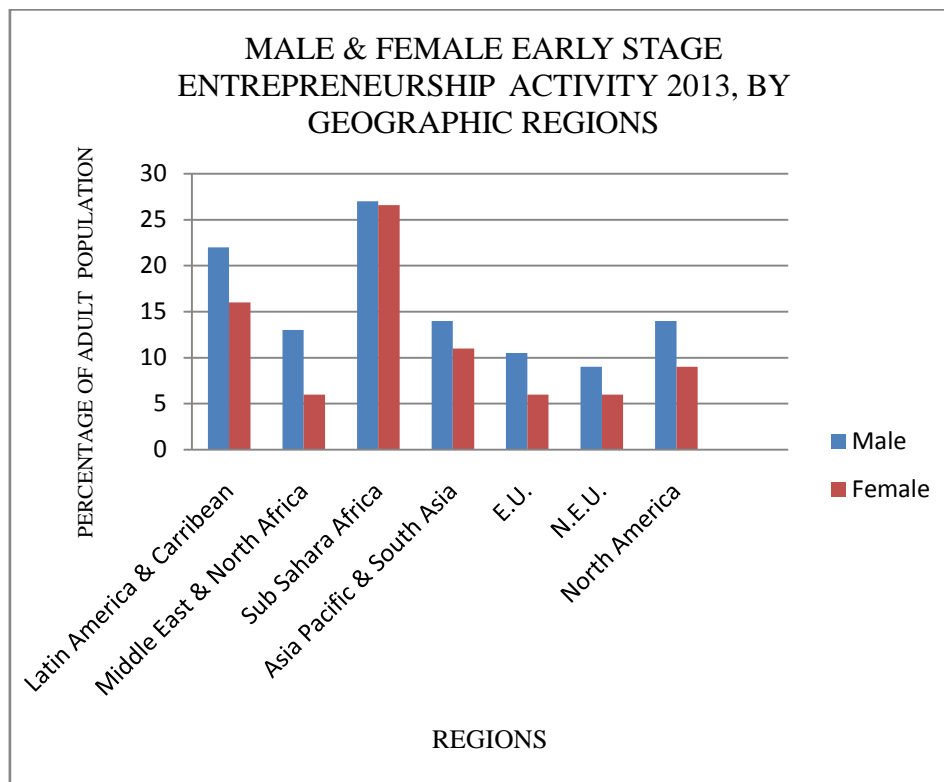
| Satisfaction Indicators-Early Stage | | Stable Stage | |
|-------------------------------------|-------|--------------|-------|
| Men | Women | Men | Women |
| 0.00 | 0.15 | 3.4 | 4.0 |
| -0.05 | 0.10 | 3.6 | 4.2 |
| -0.10 | 0.05 | 3.8 | 4.4 |

Source: Compiled from GEM Report 2013

Diagram 5

Male –Female Early Stage Entrepreneurship Activity by Geographic Regions

(Age 18-64)



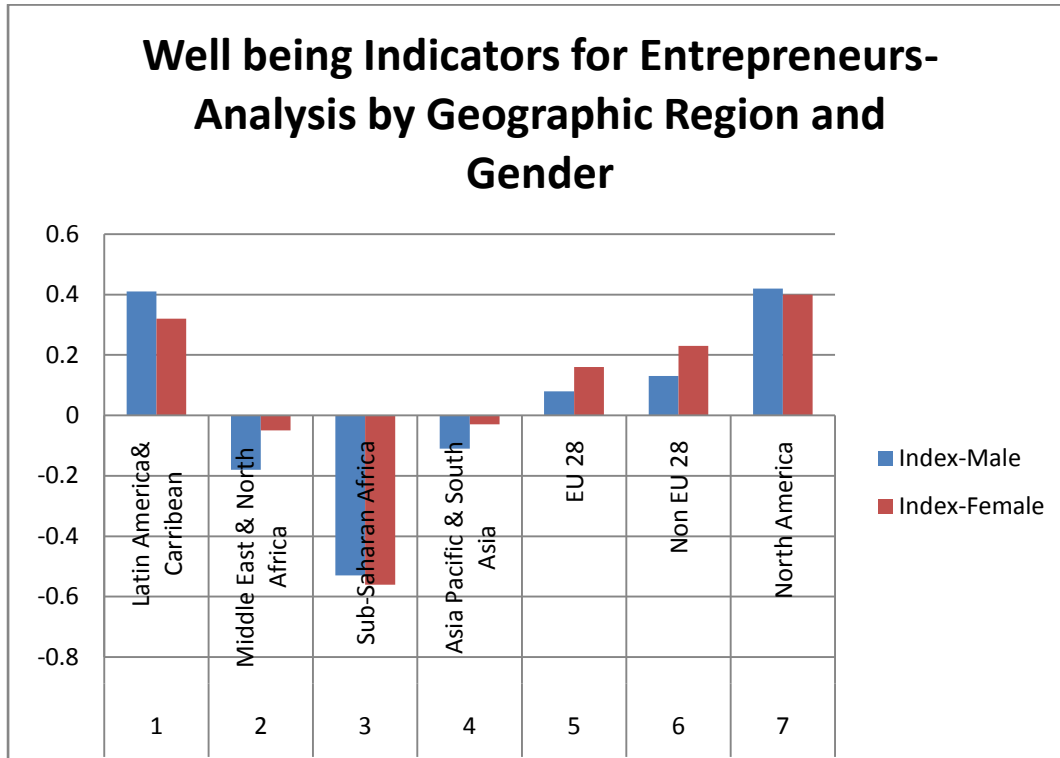
Source: Compiled from data, GEM 2013

Table 6**Subjective Well being Indicators for Entrepreneurs-Analysis by Geographic Region and Gender**

| Sl.No. | Region | Index-Male | Index-Female | Variation for women |
|--------|----------------------------|------------|--------------|---------------------|
| 1 | Latin America& Carribean | 0.41 | 0.32 | -0.09 |
| 2 | Middle East & North Africa | -0.18 | -0.05 | +0.13 |
| 3 | Sub-Saharan Africa | -0.53 | -0.56 | -0.03 |
| 4 | Asia Pacific & South Asia | -0.11 | -0.03 | +0.08 |
| | India | -0.07 | +0.13 | +0.20 |
| | Japan | -0.55 | +0.14 | +0.69 |
| | Singapore | +0.17 | +0.39 | +0.22 |
| | Malaysia | -0.11 | +0.15 | +0.26 |
| | China | -0.25 | -0.32 | -0.07 |
| 5 | EU 28 | 0.08 | 0.16 | +0.08 |
| 6 | Non EU 28 | 0.13 | 0.23 | +0.10 |
| 7 | North America | 0.42 | 0.40 | -0.02 |

Source: Compiled from GEM Report 2013

Diagram 6



Source: Compiled from GEM Report 2013