

SKILLING Eco-VET

Skilling VET ecosystem: enhance enable environments for private and public VET key actors in Ghana and Senegal



TRAINING MODULE

On improving women access to entrepreneurship
in Ghana
Organization: BRC



Course Content

✓ Definition of Women Entrepreneurship

✓ Common features of women entrepreneurs

✓ Need and factors and Areas of women

Entrepreneurship

✓ Factors influencing women into Entrepreneurship

✓ Functions of Women Entrepreneurs

✓ Roles and Benefits of Women Entrepreneurship

✓ Support /Schemes available to aid women

Entrepreneurship

✓ Problems and solutions to Women Entrepreneurship



Introduction

By the end of this session, participants will be able to:



Use the training to equip women to be successful entrepreneurs



Develop a strong **resilient spirit** for women to thrive in the challenge field of entrepreneurship



Identify sources of support such as market and finance to help develop women businesses

DEFINITION OF WOMEN ENTREPRENEURSHIP

Women entrepreneurs may be defined as a woman or a group of women who initiate, organise and run a business concern.

Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”

Government of Ghana – “A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

Frederick Harbison – “Any women or group of women which innovates, initiates or adopts an economic activity may be called women entrepreneurship”.



Women Entrepreneurship – Common Features

Some common features of women entrepreneurs found in Ghana are listed below:

- *Most women with small income are likely to become entrepreneurs*
- *Women with small facilities are likely to become entrepreneurs*
- *A majority of women entrepreneurs are married. With the support of their husband, they accepted entrepreneurship.*
- *Most spinsters face difficulties in obtaining financial support to start their enterprises.*
- *A large number of women with little or no education and training enter into the business field.*
- *Many women become entrepreneurs out of economic necessity.*
- *Women's sincerity and hard work is the cause for sustainability and growth.*
- *Women entrepreneurs are security oriented rather than growth oriented*
- *Most women prefer stabilization of income and minimization of risk*
- *Business enterprises of women lack working capital, this causes low profit margin*



Why women become entrepreneurs?

- To become economically independent
- To establish their own enterprise
- To establish their identity in the society
- To achieve *excellency* in their endeavor
- To build confidence to themselves
- To develop risk assuming ability
- To claim equal status in the society
- To secure greater freedom and mobility



Women Entrepreneurship – Need and Factors

In modern days, particularly in India, there is a great need for women entrepreneurs. Several factors are responsible for compelling the women members of the family to set up their own ventures.

These factors suggesting their need can be broadly classified into two groups:

- I) Motivational factors or needs and
- II) Facilitating factors or needs.



Factor # (I) Motivational Needs:

The following are the motivational needs for which modern women are motivated to become entrepreneurs:

1) Economic Necessity:

In business, the entry of women is relatively a new phenomenon. Because of the break-up of the joint family system and the need for additional income for maintaining the living standards in the face of inflation or rising prices, women have started entering the most competitive world of business. Thus, because of the economic necessity, women have begun entering business field for earning some income and increasing their family income in modern days of inflation.

2) Desire for High Achievement:

Another motive force compelling women to enter business world is their strong desire for high achievement in their life. In modern days, though women are educated, they are not able to find jobs in the market place or they may not be able to go out of their homes for working somewhere else because of family problems.

Therefore, a woman is tempted strongly by a desire to achieve something high and valuable and prove herself as an asset and not a liability to the family. This is the strongest motivating force for a woman to become an entrepreneurs.

3) Independence

Another strong motive force compelling a woman to become an entrepreneur is to lead an independent life with self-confidence and self-respect. The ownership and control of a successful business provides a woman entrepreneur a prestigious status, personal reputation and a sense of independence in the society.



4) Government Encouragement:

The Government and non-government bodies have started giving increasing attention and encouragement to women's economic conditions through self-employment and business ventures.

They have formulated various policies and programs and introduced various incentive schemes to promote women entrepreneurs in the country. Such encouragement and incentive schemes have induced women to undertake business mentors.

5) Education:

Women have been taking up various kinds of technical, vocational, industrial, commercial and specialized education so as to qualify themselves to be self-employed in some kind of trade, occupation, vocation or business. Facilities are also being provided to women in areas where they can grow and blossom as persons in their own right. Women have proved in modern days that they are no less than men in efficiency, hard work or intelligence or even they can surpass men in several fields.



6) Model Role:

Women, like men, are also desirous of contributing their might to the economic development of their country. Similarly, our women in India would like to play a key role model. They have already entered other fields like politics, education, social field, administration, etc. Now they have started entering the business field where they can also show their importance as in other fields.

7) Family Occupation:

Family occupation is an important factor motivating a woman member to participate in the family business, along with her husband and other members of the family. There is a great need for women to undertake economic activity or business of the family and support their families in family occupation or family business so as to reduce the expenses of the family business and increase its income.



8) Employment Generation:

Another influencing factor that motivates women to become entrepreneurs is the creation of employment opportunities. Women entrepreneurs generally take up labour intensive small scale and village industries or handicrafts and they have high potential in employment generation. Therefore, they serve as a solution to the widespread problem of women unemployment to some extent.

9) Self Identity and Social Status:

Women desire to enjoy some social status and recognition in the society. Women entering business can achieve such a position of self-identity and recognition of social status because they come in contact with high level officers, ministers, authorities, and others holding high positions.



10) Growing Awareness:

With the spread of education and the growing awareness among women, the women entrepreneurs have been increasing, not only in the kitchen extension activities *i.e. the 3 Ps viz. pickles, powder (masala) and papad* or the traditional cottage industries, such as *toy-making, basket-making etc.* as they require less technical know-how, but they are entering also into engineering, electronics and many other industries which require high level technical skill.

Thus, women entrepreneurs are found in such technical industries as T.V. capacitor, electronic ancillaries, and small foundries.



Factor # (II) Facilitating Needs

Facilitating needs are the needs for providing various facilities for the successful working of the women enterprises.

These are given below:

1) Adequate Financial Facilities:

Finance is the life-blood of any business, whether it is run by men entrepreneurs or women entrepreneurs. The Government has set up industrial estates for women. It should therefore provide the required financial facilities to the women entrepreneurs so as to motivate them to start their business or industry in such estates. Several financial schemes like Women in Entrepreneurship, Women Aid Scheme etc., have been set up only for women entrepreneurs. In addition, banks and development finance institutions also provide financial assistance to women entrepreneurs. Women will be tempted to start their own business ventures when such facilities are easily available to them.



2) Innovative Thinking:

Innovative thinking in women motivate them to become entrepreneurs. Women who have entrepreneurial talent and who have innovative thinking are naturally induced to take up small business or industry to convert their innovating and talent into a position of entrepreneurship instead of employment.

3) Support and Cooperation of the Family:

Another important factor that induces women to take up entrepreneurship is the full co-operation and encouragement of the family members, particularly, husband, father-in-law and mother-in-law, grown-up sons and daughters and other members, if any. In a modern educated family, women members generally enjoy more liberty and economic freedom. So naturally, they will be anxious to have their own source of income from their business.



4) Availability of Experienced and Skilled Women:

Women entrepreneurs would be able to provide experienced and skilled people to family occupations. Therefore, women will be motivated to become entrepreneurs.

5) Development Programmes:

The Central and State Governments have started several development and training programmes particularly for women so as to enable them to become entrepreneurs. Such training and development programmes provide all types of facilities to women to start their business independently.



Women Entrepreneurship – Areas

Women entrepreneur in earlier years after independence were confined to entrepreneurship in traditional areas like food, fruits, vegetables, pickles, papads, tailoring, hosiery etc. However, often, Women entrepreneurs have branched out to several new areas like engineering, beauty parlours, jewellery, handicraft, electrical, electronics, chemical and other manufacturing. This shows that entrepreneurial base of women expanded from traditional *3Ps – pickle, powder and papad* to modern *3ES – Engineering, Electrical and Electronics*.

There are vast numbers of industries under small business sector where women are playing a major role.



Conduct competitive analysis

Competitive research begins with identifying other companies that currently sell in the market you're looking to enter. The idea of carving out enough time to learn about every potential competitor you have may sound overwhelming, but it can be extremely useful.

Answer these additional questions after you've identified your most significant competitors:

Where do they invest in advertising?

What kind of press coverage do they get?

How good is their customer service?

What are their sales and pricing strategies?

How do they rank on third-party rating platforms?

Spend some time thinking about what sets you apart. If your idea is truly novel, be prepared to explain the customer pain points you see your business solving. If your business doesn't have any direct competition, research other companies that provide a similar product or service.



Women Entrepreneurship – Factors Influencing Woman to become an Entrepreneur

There are different factors influencing woman to become an entrepreneur. Such factors can be divided into two – (1) the push and (2) the pull factors.

The push factor is allied with negative environment and the pull factor is attributed to the push factor may result from low income, low job satisfaction or lack of job opportunities and strict working hours.

The pull factor, however, may result from the need of fulfilling the desire to help others and self-accomplishment. Dhaliwal (1998) found the push factor to be evident in the developing countries.



Empirical evidence on the **push and pull factors** revealed that women entrepreneurs in the developed countries were influenced by the need for achievement, while women entrepreneurs in the developing countries were influenced by a combination of push and pull factors.

Women are influenced by **socio-cultural complexities** to become an entrepreneur in developing countries. Because of such complexities in the factors influencing women entrepreneurship development in developing countries, many international organizations adopted strategies to overcome such complexities.



A study conducted by International Labour Organization (ILO) (2006) has found four personal and four external factors that influence women entrepreneurs' success.

Personal factors comprise – (1) motivation and commitment; (2) abilities and skills; (3) ideas and markets; and (4) resources.

While external factors consist of – (1) business development organizations; (2) broader enabling environment; (3) economic/market environment; and (4) socio-cultural context.



The business development organizations factor considers the roles of government, NGOs, private sector, membership organizations and donors.

The broader enabling environment factor mulls over regulations, policies, institutions and processes.

The economic/market environment factor ponders opportunities and threats (e.g., inflation, interest rates, economic trends etc.).

The socio-cultural context factor considers attitudes, aspirations, confidence etc.

Ulrich (2006) has examined five factors and found that all of them influence youth entrepreneurship development. The five factors include – (1) entrepreneurship education and training, (2) socio-cultural, legitimacy and acceptance, (3) access to finance, (4) business assistance and support and (5) administrative and regulatory framework.



Women Entrepreneurship – Top 9 Qualities

Women entrepreneurs establish their businesses while exhibiting array of qualities. Following is an indicative list of some of the **qualities of women entrepreneurs**:

1. Accept challenges
2. Ambitious
3. Hard working
4. Patience
5. Motivator
6. Adventurous
7. Conscious
8. Educated
9. Intelligent



Women Entrepreneurship – Functions

Fredrick Horbison has enumerated the following functions five functions of a woman entrepreneur:

1. Exploration of the prospects of starting a new business enterprise.
2. Undertaking of risks and handling of economic uncertainties involved in business.
3. Introduction of innovations or imitation of innovations.
4. Co-ordination, administration and control.
5. Supervision and leadership.

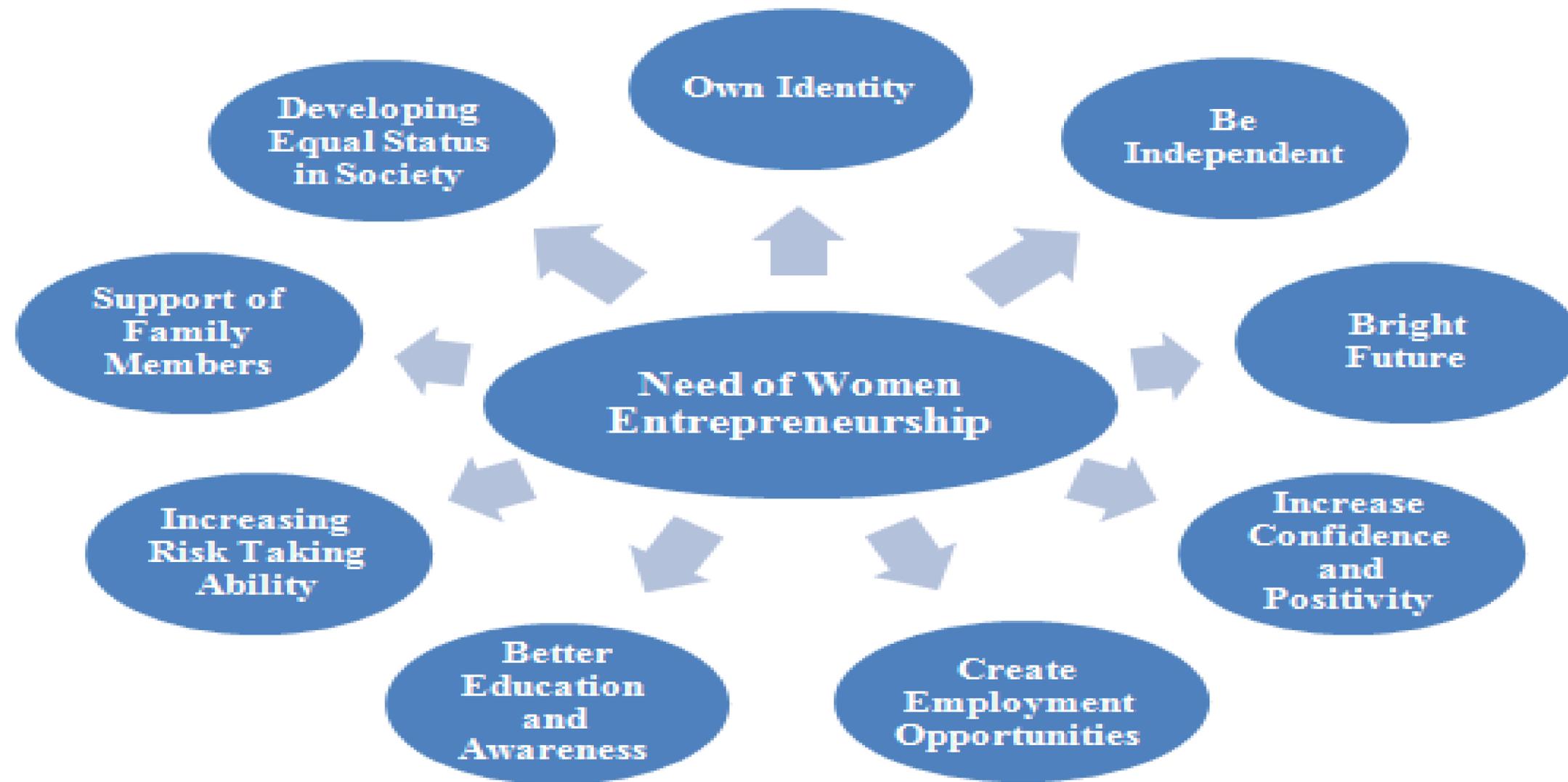


Women Entrepreneurship – Role and Importance

Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as de signers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in Ghana.



ROLES OF WOMEN ENTREPRENEURSHIP IN GHANA



Women Entrepreneurship – Reasons for Starting an Enterprise in Ghana

“When woman moves forward, the family moves, the village moves and the nation moves.”

is rightly said by Pandit Jawahar Lal Nehru. Employment gives status and economic independence to women leading to an empowered woman.

Women set up an enterprise due to economic and non-economic reasons as well.

Various reasons can be due to:

1. Motivational factors, and
2. Facilitating factors.



1. Motivational Factors:

Economic necessity

Independence

Self-actualisation

Govt. Policies and Programmes

Education and qualification

Role model to others

Employment generation

Self-Identity and social status

Success stories of friends & relatives

Family Occupation

2. Facilitating Factors:

Adequate Financial Facilities

Self-satisfaction

Innovative thinking

Network of contacts

Co-operation of family

Experienced and skilled people at work

Support of family members



SCHEMES AND SUPPORT FOR WOMEN ENTREPRENEURSHIP IN GHANA

Ministry of Gender , Children and Social Protection

Ghana Enterprises Agency

National Innovation and Entrepreneurship Programme

NGOs and Civil Society Organisation

Ministry of Trade and Industry

Federation of women Lawyers

National Youth Authority

National Youth Employment Authority



**Ministry of Gender,
Children and Social
Protection
Republic of Ghana**



Interventions from the ministry include:

Livelihood Empowerment Against Poverty LEAP

Grants for business women

Market sensitization for women

Capacity Building for women

Market Development for women

Training and market fair avenues for women





GHANA ENTERPRISES AGENCY

INTERVENTIONS AND SUPPORT INCLUDE:

- Provision of Grants for women enterprises
- Capacity Building and Training for women Entrepreneurs
- Market and Access to finance programme for women
- Market linkages for women entrepreneurs
- Skills development and training for women



INTERVENTIONS AND SUPPORT INCLUDE:

- Training and capacity building for youth including women
- Grant disbursement to youth and women for business development
- Market training and market fair exhibitions
- Professional support for women development in Agriculture and Business
- Scholarship for women in business development

List of NGOs in women Entrepreneurship

Letshego

Camfed

VIS

Mbaasem Foundation

African Womens Development Fund

Actionaid Ghana

WomensTrust



Women Entrepreneurship – Benefits

Women getting into areas like entrepreneurship and business governance have positive influence on the society. While wealth creation is an aspect common and shared amongst men, women have proven that they can also create and distribute wealth in society and provide employment like any other entrepreneur.

Women entrepreneurs must participate in events, conferences, workshops and seminars and actively involve themselves with educational initiatives, to create the image change. Once a change in the image is achieved in the society, it becomes easy for women to have a greater influence on the younger generation.



Women entrepreneurship can be a great tool to bring about social reforms. In fact, issues like female infanticide, dowry and disparity based on gender etc., can be curtailed if women start respecting their positions, holding on to their positions and become independent in business and economics. The very fact that women can be a positive contributor to a family income can change the image of women in rural parts of India.

This can result in lot of rural families beginning to send their girl children to study further. This can also impact the way the next generation grows up. Being the central piece in a family, aspects like culture and family values are better promoted by women in society, at both personal and professional planes.



With the shift from industrial age to information age, it becomes all the more important to see how women rights and respect are embraced today in the industry.

With technology invading most of the industries, the trend definitely seems positive and encouraging for more women to participate and take part in entrepreneurial activities.

Though the overall trend is interesting, it is also important for both men and women to consider practicing the same seriously.



Women Entrepreneurship – Problems (With Solutions)

The greatest problem faced by women entrepreneurs is that they are women. We are living in a male dominated society where women are treated as *'abalas'*.

They have to face several economic and social problems. Usually they will not get any support or co-operation from various financial institutions, male entrepreneurs or even from their families.

They have to face resistance not only from men but also from elderly women who are ingrained with this attitude of inequality.

Women entrepreneurs have to face two types of problems: general problems of entrepreneurs and problems specific to women entrepreneurs.



1. Financial Constraints:

Finance is the life blood of every business. Both long term and short term funds are required for business. For obtaining loans and advances from financial institutions, they have to provide collateral securities. But, usually women do not have property in their names and this hinders them from obtaining external sources of funds.

The banks also consider women as less credit worthy and discourage women borrowers on the belief that they can at any time leave their business and become housewives again. Under these circumstances, women entrepreneurs are bound to rely on their savings and loans from friends and relatives. The quantity of such funds are often negligible leading to the failure of women enterprises.



2. Over Dependence on Intermediaries:

Women entrepreneurs have to depend largely on intermediaries for the distribution of their products. These intermediaries take a major portion of their profits. It may be possible for the women entrepreneurs to eliminate the middlemen, but it requires additional investment of capital and a lot of travel. Women entrepreneurs find it difficult to capture market and popularise their products.

3. Stiff Competition:

Women entrepreneurs have to face stiff competition for the products from the organised industries and male entrepreneurs. They do not have organisational set up to spend a lot of money for canvassing and advertisement. The society has a feeling that the products manufactured by women are inferior in quality on account of the fact that they are manufactured by women themselves. These factors will lead to the liquidation of women enterprises.



4. Scarcity of Raw Materials:

Scarcity of raw materials is yet another important problem faced by the women entrepreneurs. The price of raw materials is very high and women entrepreneurs usually get the raw materials at minimum discount. The failure of many women co-operatives engaged in basket making in 2020 is an example of how the scarcity of raw materials affects entrepreneurship.

5. High Cost of Production:

Another problem faced by women entrepreneurs is the high cost of production. The government grants and subsidies help them tide over this difficulty, but these grants and subsidies are available only at the initial stages of its setting up. For expansion and diversification activities these assistances will be negligible.



6. Limited Mobility:

Unlike men, women mobility in India is highly limited due to various reasons. Physically they are not fit enough to travel a lot. A woman running an enterprise independently and alone is often looked upon with suspicion. The humiliating attitude of officials towards women compels them to give up the idea of starting an enterprise.

7. Family Ties:

The family responsibilities also hinder the development of women entrepreneurship. In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role in these matters. In the case of married women, they have to make a fine balance between their business and family.

Their success greatly depends on the support given by the family. Occupational backgrounds of families and educational level of husbands have a direct bearing on the development of women entrepreneurship.



8. Lack of Education:

In India around 60% of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to lack of education, women are ignorant of business technology and market. It also reduces the achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.

9. Social Attitudes:

This is one of the most important stumbling block in the path of women entrepreneurship. The constitution provides equality for both men and women, but there is widespread discrimination against women. In a male dominated society, women are not treated as equals to men. Women have the potential but they lack adequate training.

There is a common belief that skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid social attitudes prevent them from becoming successful and independent entrepreneurs.



10. Male Dominated Society:

Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are treated as 'abalas'.

Women suffer from male reservations about their roles, abilities and capacities. In short, women are not treated as equal to men. This is the main barrier to women's entry into business.

11. Low Need for Achievement:

The pre-requisites for success in entrepreneurship are the need for achievement, independence and autonomy. But in India the common Indian woman is happy to bask in the glory of their parents, husband, children etc. They have preconceived notions about their role in life. This inhibits them from achievements and independence.

In addition to the above difficulties, lack of infrastructural facilities, shortage of power, difficulty in obtaining licenses from various control boards and a number of other socio-economic problems stand as hurdles to the women entrepreneurs.



Solutions to the Problems of Women Entrepreneurs:

From the above discussion, it is clear that women entrepreneurs have to face a number of problems.

In order to overcome these difficulties, the following remedial measures can be adopted:

1. Separate Finance Divisions:

Separate finance divisions can be opened by various financial institutions and banks for providing easy and ready finance to the women entrepreneurs. Through these divisions they can provide finance at concessional rates to women entrepreneurs. In order to avoid the humiliating attitude of the offices, these divisions may be under the control and management of women officers.

2. Supply of Raw Materials:

Women entrepreneurs must be given priority over other entrepreneurs in the supply of controlled and scarce raw materials. If possible, the government of local authorities must give tax exemptions to the supply of raw materials to the women entrepreneurs. The Government must make adequate steps to supply the raw materials at the minimum price.



3. Co-Operative Women's Marketing Societies:

Marketing of products is one of the major problems faced by women entrepreneurs. In order to overcome this difficulty, they can start co-operative societies. These societies can collect the products manufactured by the women entrepreneurs and sell them at competitive prices by eliminating middle men. A chain of societies can be started all over the state/country for wider distribution of products.

4. Education and Social Change:

It is necessary to make people aware of entrepreneurship development, various products, their marketing facilities, competition etc. The negative attitude of the society towards women should be changed.

5. Training:

The modern concept of entrepreneurship is that 'entrepreneurs are not born but made.' By giving proper training we can develop the inborn talents of an individual and make him an entrepreneur. For this, the governmental agencies and financial institutions can set up separate divisions for giving training to women entrepreneurs. The training scheme of the syllabus should be so designed that women can take full advantage of the training facilities.



6. Family Background:

There should be a sound family background for the development of women entrepreneurs. Elders, particularly mothers, should be aware of the potential of girls and their role in the society. Parents in the initial stage, and husbands in the later stage should support women for doing the entrepreneurial activities successfully.

7. Support from the Society:

Necessary steps should be taken to make the society aware of the role of women in its economic and social development. There must be a change in the negative attitude of the society towards women entrepreneurs. The society shall provide encouraging support to women who take up entrepreneurial activities.

8. Support from the Government:

Both Central and State Governments should give priority to women entrepreneurs for starting new ventures. The governments must give infrastructural facilities, raw materials, tax exemptions and concessions to them. The government can also give special grants and subsidies to the women entrepreneurs.



Women have to play a vital role in the economic development. They have the potential and will to establish and manage business enterprises.

For this, they need encouragement and support from the members of their family, the government and the society at large.





QUESTIONS



Contact

Patrick-Kwame Asante e-mail: p.asante@brcghana.com;
mobile: +233249742019

www.ecovetproject.com

contact@ecovetproject.com



Co-funded by
the European Union



SKILLING
ECO-VET



Insieme, per un mondo possibile

A woman with dark hair, wearing a white t-shirt and blue denim overalls, is holding a long, green vegetable, possibly a cucumber or zucchini, in a greenhouse. The background shows rows of plants in black trays under a white plastic covering. A large green rectangular overlay is positioned in the center of the image, containing the text "Thank you!".

Thank you!