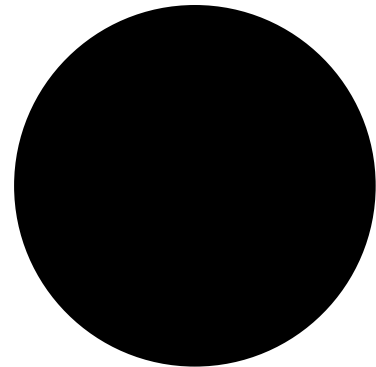


Importance of Women Entrepreneurship: My inspiration is my future initiative

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Importance of Entrepreneurship

One of the most important indicators of a country's economic development and growth is the status of its application of an innovation-driven economic model.

According to TUIK (July, 2019), labour force participation rate (LPR) 53.8 % in total, whereas 73.2% in male and 34.9% in female population.

The avg unemployment rate is 13.9%, whereas 12.5% and 16.7 % in gender basis. Those rates for youngsters (15-24yrs) are avg. 27.1% and 23.6% vs 33.3% in gender basis. The rates for NEETs are avg 29.4% and 21.7% vs 37.2%.

Importance of Entrepreneurship

The importance of entrepreneurship is even more significant for developing countries and countries facing problems with high unemployment rates.

The entrepreneurial characteristics of individuals and the development of such characteristics are extremely important factors for increasing a country's entrepreneurial performance.

The support mechanisms directed towards educating and training individuals who want to become entrepreneurs are particularly significant

Why Women Entrepreneurship is Important?

According to the review of the literature, women entrepreneurs are defined as women who work either on their own, with a partner or with other people, at a work place – outside their home – established under their own names as the owner of a business.

The distinction in definitions pertaining to women entrepreneurship does not arise from a sexist approach, but rather from the fact that current conditions of employment are not in favour of women.

Today, women are exposed to double standards in work life. This double standard is frequently due to the gender inequity particularly in developing countries.

Why Women Entrepreneurship is Important?



In order to overcome the social and economic loss caused by this double standard, women who intend to become entrepreneurs should be supported through some initiatives, such as trainings, networks, funds, etc which would be provided under both public and social responsibility projects.



According to the IMF, the exclusion of women from the work force in many parts of the world is harming the global economy, with some countries facing an economic loss that exceeds 30% of their gross domestic product.



It is a fact that, if the rate of women's participation in the workforce grows, the developmental power of these economies will be higher.

Turkey's Situation about Women Entrepreneurship

in Turkey, during the years of 2006-2010, the average rate of individuals who wanted to become entrepreneurs was 22.67%, while this rate dropped to 11.32% in 2011.

Starting in 2012 an upward trend emerged with the rate of increasing to 31.64% in 2013. In 2014, this upward trend continued and reached to 35%.

During this same period, there was a decrease in women's participation in early entrepreneurship activities.

In 2013, 31.51% of entrepreneurs were women, while in 2014 this rate dropped to 22.24 % , and then 18.9% in 2017.

An Initiative for Women Entrepreneurship in Turkey

The name of the CSR Project is :

«My Inspiration is My Future»

It includes interviews, training, networking, project support and funding.

Carried out by the Inclusive Growth Association (IGA) & Bogazici University Lifelong Learning Centre (BULLC) with the support of the Union of Chambers and Commodity Exchanges of Turkey (TOBB) and General Directorate for SME Development (KOSGEB) with the sponsorship of JTI Turkey .

In 2015, started with 30 women entrepreneurs and now reached 500.

Goal & Symbol



- Create an entrepreneurship initiative that will provide learning opportunities for economically disadvantaged women in building their business models.
- Establish network with third parties and alumni (sisterhood) and enhance long-term relations with participants.
- Crane bird is the symbol of the project.
- Cranes symbolize good luck and wealth in Anatolia, while they are the symbol of wishes in Japan.
- The art of origami involves patience and purpose, just like the spirit of entrepreneurship.
- The cranes in the sky will bring good luck to the cranes on the ground
- A common symbol in two different cultures, cranes will accompany this project as it moves forward.

Partners



Executive Partners



Boğaziçi University
Lifelong Learning Center



KAPSAYICI
BÜYÜME
DERNEĞİ

Supportive Partners



KOSGEB

Local Authorities

Process of the Project

Announcement

Interviews

Selection

Training & Certification

Networking,
consultancy, funding

Comprehensive Training Program



- **Module 1**
Introduction to entrepreneurship
- **Module 2**
What is Business Plan?
- **Module 3**
Preparing & presenting business plan
- **Module 4**
Women empowerment

The Future
Belongs to
Women



15 cities, 5.000+ applications, 450 graduates, hundreds of stories



25% of 450 women, who were trained and certificated, started up their own businesses.



Maximum 30 participants for a class, based on the certification requirements of KOSGEB



Cities were selected based on TURKSTAT (Turkish Statistical Institute) reports on labor force indicators and immigration.

The Future
Belongs to
Women



Project Survey Results

5-point Likert scale questions were asked and analyzed on the basis of previous field research. In addition, the statements given in open-ended questions about the obstacles and opportunities that respondents could face while setting up business were evaluated.

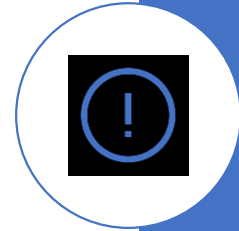
Results of the factor analysis on the **knowledge and skills of a woman entrepreneur** can be grouped in four dimensions: virtuousness, leadership, extroversion, and potential personal traits. The average points of respondents' sub-characteristics in each dimension fall between 4 (important) and 5 (very important). These four dimensions are presented below:

- i. **Virtuous characteristics:** Being adaptive to context, being honest, trustworthy, brave, and patient.
- ii. **Leadership characteristics:** Having management skills, being creative, risk-taking, innovative, ambitious, decided, and winner.
- iii. **Extroversive characteristics:** Being curious, dreamer, extroversion, inclined to team work, and having communication skills.
- iv. **Potential personal traits:** Educated, responsible, intelligent, loves her profession, well organized.

Project Participation Analysis Results

The highest average of responses among all these personal characteristics and inclinations can be listed in sequence as follows:

- *"Being trustworthy"* (4.8)
- *"having communication skills"* (4.8)
- *"being responsible"* (4.7).



Project Participation Analysis Results

The research results of this study show more correlation in particular subjects. The result of the factor analysis indicates that there are three **main motivation factors** leading women entrepreneur candidates to set up their own businesses. These factors are given below:

- **i) Personal Factors:** Doing the job in which you were educated for, realizing an ideal, using skills, getting in business life, feeling self-worthy, working in more flexible working hours, being involved in trading
- **ii) Social-Familial Factors:** Attaining social prestige, being an example for one's children, proving oneself, working in harmony with the spouse, being independent
- **iii) Financial Factors:** Economic independence, contributing to the household income, escaping from financial difficulties, working after retirement



Project Participation Analysis Results

It is found that

- *“realizing an ideal”* (4.5)
- *“economic independence”* (4.3)
- *“other personal factors”* (4.0)
- *“other economic factors”* (3.5)
- *“the desire to be independent”* (2.5)

Project Participation Analysis Results

The factor analysis in this research results grouped the **obstacles or limitations** which participants, as women individuals, may face in setting up new business *under three different headings*. These three identified obstacles are given below:

- **i) Personal shortcomings:** Not having the necessary knowledge of the market, being inexperienced, having difficulties in accessing equipment and tools, being unable to keep up with new technologies, family disputes, having difficulty in finding a partner.
- **ii) Financial difficulty:** Lack of capital, being unable to get a loan or credit.
- **iii) Contextual factors:** Social values about women, bureaucratic barriers, value judgements of market conditions, difficulties about procuring personnel, difficulties in arranging the work place.

Project Participation Analysis Results

Considering the average points of these dimensions, the strongest obstacle category expressed by respondents is

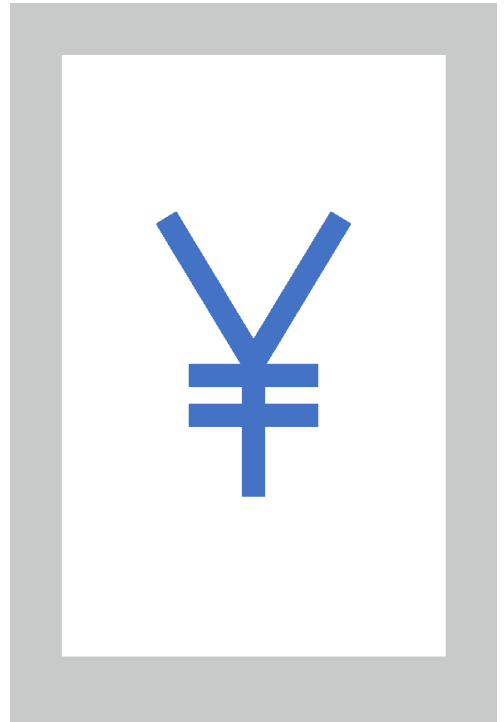
- *financial difficulty* (avg. 3.79)

This is followed by

- *contextual factors* (avg. 3.51)
- *personal shortcomings* (avg. 2.77)

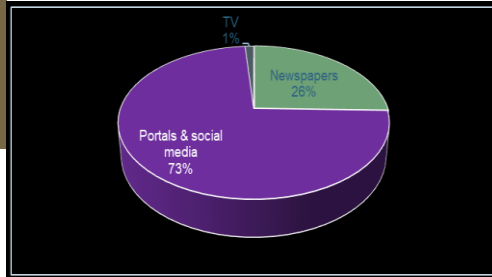
It is important to note that while financial factors are not in the forefront among respondents' motivation factors for becoming entrepreneurs, respondents highlight this financial dimension as a barrier.

Considering the work experience of women, it may be argued that women do not have the necessary savings or they are anxious about transferring their existing saving to the business they are planning to establish.



Recognition





Recognition

744 news about the program have been published, and media coverage continues.

OUR GROUP

EMPOWERING WOMEN IN TURKEY



As part of our efforts to support equal opportunities, in 2016 our international tobacco business developed a program in Turkey to help women set up their own small businesses.

The initiative, called My Inspiration is My Future, is based around a 12-day training provided by Bogaziçi University Life Long Learning Center, with support from the endorsement of the Turkish government. The training concentrates not just on developing business knowledge but also on building up interpersonal skills.

A total of 90 women, from economically disadvantaged communities in Gaziantep, Çorlu and Kütahya, took part in this first year of the program, and each will be provided with follow-up support as their new companies develop.

The program will be expanded to other cities in Turkey in the following years.

Pelin Pelin, a graduate of the initiative who subsequently set up a training and activity center for children stated that she would not have been able to do so without the support she received.

"It gave me inspiration and it helped me build up the courage to start out on my own," she says. "As a result, I think I've set a good example for other women around me, and some of my friends have now started to set up their own entrepreneurial projects." The Women Entrepreneurs Commission of The Union of Chambers and Commodity Exchanges of Turkey selected My Inspiration in My Future as one of the 40 best programs implemented in Turkey.



Recognition



|Boğaziçi University|
|Lifelong Learning Center|

Thank You😊

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