

Challenges Faced by Women Entrepreneurs in Quetta City:

By

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Abstract:

In Pakistan, Women entrepreneurs not accepted open heartedly as an entrepreneur; women do not possess open doors easily from men because of various intense established socio-cultural traditions and customs. Moreover, these limitations can be seen inside the help components that exist to help such women. Qualitative research methodology has been employed and in-depth insight on the topic at hand was acquired to meet the target of this research. Purposive sampling method adopted. 10 in-depth interviews conducted to know the root causes of problems faced by women entrepreneurs with in Quetta city. The study showed that and women entrepreneurs face many difficulties in regards social and cultural aspects such as lack of mobility, family ties, male dominant society, lack of finance and education. Findings showed that with all these socio and cultural barriers, unavailability of resources and other obstacle women still cope to perform all entrepreneurial activities with the help of social capital.

Keywords: Female entrepreneurs, challenges, social capital, barriers, ways out etc.

Introduction:

The idea of women entrepreneurship is currently spread all through the world however it is considered as just a possibility of new companies because of social and community trends and burden with the goal that entrepreneurship by outline it gathers being direct in individual life and activities (Joseph and posturing, 2002). Amongst the individuals who survive and successful to reach to the goal, has no not as much as an existence time battle and hardships. Various obstacles on their ways e.g. adaptability, starter, social obstructions, family ties and fund that limitations them to get to the greater stage.

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Women entrepreneurship, with growing of business sector, has certainly increased in the last decade or so. When we talk about women entrepreneurship, specifically, Entrepreneurship is a plan which woman is determine and enhance as well as help her to generate new jobs & financial empowerment among companions.

There are a lot of difficulties to women has to face. Patriarchal society, male chauvinism, stiff competition from male entrepreneurs, lack of will power and social outlook are all barriers that discourage women entrepreneurship (Goyal & Prakash, 2011). Women entrepreneurs identifies as a “major force for revolution and profession” (Organization for Economic Cooperation and Development, 1997) most of the researches about women entrepreneurs’ owners has concentrated on their inspirations to become entrepreneurs.

There is extended correspondence on the significance of women entrepreneur for financial improvement, women entrepreneur drive development, they accelerate auxiliary changes in the economy and they form new ways to work with in organizations to take care of business, in this way create indirect contribution. It is generally acknowledged that high-affect women entrepreneurs specifically make an enormous commitment to work creation, now and again accommodating the entirety new net employment creation in the economy.

Current perspectives on entrepreneurship differ, and this underlines the multi-faceted nature of business. Davidson (2004) records seven wonders related with entrepreneurs, while Wennekers and Thurik (1999) give thirteen unique ideas of enterprise.

In a current report, Godin and partners (2008) recognize six normal components of business enterprise. Taking a gander at the proposed develops in some detail; three fundamental parts might be recognized: entrepreneurial states of mind, entrepreneurial action and entrepreneurial yearning (Acs and Szerb, 2009). These are interlinked in a set, for instance, optimistic attitude towards entrepreneurship increase entrepreneurial movement and goal, which particularly influence mentalities as more positive good examples show up. Positive desires may change the idea of movement, and thus, change behaviors

Entrepreneurial states of mind toward entrepreneurs is the degree to which individuals think there are great open doors for beginning, or how much they approach high status to entrepreneurship, may be named entrepreneurial performances. Other applicable mentalities may incorporate the level of hazard that people may will to hold up under and people's view of their own aptitudes, information and involvement in business creation.

The realism of entrepreneurship in a general public, as communicated in constructive entrepreneurial behaviors, can be affected by whether individuals know any individual who has begun entrepreneur recently. This can be a component of the two levels of entrepreneurial movement and informal communication action in the general public. People who know different people who as of late began a business may, through nature with the procedure, probably consider it to be authentic.

Entrepreneurial states of mind are commanding since they express the general sentiments of an individual towards business entrepreneurs and entrepreneurship. It is vital for nations to have individuals who can perceive business skills, and who see they have the expected aptitudes to abuse these skills. In addition, if national conducts toward entrepreneurship is encouraging, this will create social help, help, budgetary assets, and systems administration advantages to the individuals who are as of now business people or need to begin a business.

Entrepreneurial movement is multi-faceted, one of the perspective is individuals are establishing new business, both in outright terms and in respect to other monetary exercises. Inside the domain of new business movement, distinctive sorts of entrepreneurial action can be recognized. Establishment of business may differ by industry division, by the measure of the establishing group, and by whether the new pursuit is lawfully self-governing of different organizations, and as far as organizer socioeconomics, gender, age or training.

Entrepreneurial action is best observed as a procedure instead of an occasion. GEM measures entrepreneurial aims, new, and built up business action. Inspecting different segments of entrepreneurial action likewise enables us to investigate contrasts among the entrepreneurial procedures over the three noteworthy periods of national financial advancement. For instance, incipient and new business action is relied upon to be high in factor-driven economies mostly in light of the fact that quite a bit of it is inspired by monetary need. In development driven economies, the extent of chance driven business enterprise is relied upon to be higher than in factor-and proficiency driven economies.

Entrepreneurial goal reflects the independent idea of entrepreneurial action. Entrepreneurs vary in their goals to present new items, new creation forms, to connect with outside business sectors, to build up a noteworthy association, and to finance development with outer capital. These cravings, in the event that they are acknowledged, can altogether influence the financial effect of these entrepreneurial exercises. Item and process development, internationalization, and desire for high

development are viewed as signs of eager or high-goal business. GEM has measures that catch such cravings.

Challenges Faced by Women Entrepreneurs:

Women entrepreneurship is a difficult job due to social limitations, women are restricted to family ties, and women are abided by to follow male-controlled system, women idea and step towards innovation hardly acceptable by the patriarchal society.

The status of women in Pakistan isn't homogenous; fundamentally in view of gender orientation people do not accept women as do men. Religious remedies, social standards and genuine practice, identified with women's status and part, shift generally and are now and again exceptionally conflicting. There is additionally significant assorted variety in the status of women over the classes, the financial status of a lady's family, geographical local, ethnic origin rural/urban gap because of unstable financial advancement and the effect of innate, primitive, and entrepreneur social arrangements put on women's lives.

In any case, in any case from which class or area women hail from, a women's situation, interestingly with men one of principal subordination, managed by the forces of man controlled society. These practices altogether affect word related parts open to women over each one of the territories of Pakistan. Women is on an extremely essential level influenced by enormous mores, one of them social standard of Pardah (veil)

Pardah (veil) portrays the withdrawal of women as well as requirement of elevated expectations of women in South Asian's social orders, such as, India and Pakistan. There are two sub-divisions inside Pardah, female withdrawal and gender discrimination, depicting limits for the everyday exercises of men and women. Women's exercises are principally restricted to local field, while men are urged to look for work in industry and business.

Challenges faced by women entrepreneurs are following

- Restricted mobility
- Family Ties
- Absence of finance
- Lack of education

Hemalatha, Mohan and Jasim (2013) in their study found that, women entrepreneurs in Pakistan do not have convenient openings pathways as

men due of intrinsic biased social norms values and customs. Obstructions are seeming with in supportive mechanisms that occur to advance women entrepreneurs.

Goheer, (2003) shows in his study that women always face financial issue in starting up business as their economic potential is not being realized and they are not considered as reliable as men do in patriarchal Pakistani society due to this they suffer from a lack of access to capital lack of mobility, education and training. Integral attitudes of a male dominant society, that men are superior to women and that women are best suitable to be homemakers, create tough challenges.

Grant (2013) states women acquire less support from male family members, resulting in restricted mobility and lack of social capital. lack of business related education and training program will be useful for the progress of women entrepreneur but due to limited mobility and within restricted social capital women are unable to avail these opportunities.

Restricted Mobility:

Cooke (2004) states that as Pakistan is a Muslim country so according to Islam women are not allowed to move alone nor they are free to go anywhere wherever they want to go, women are restricted as well as in cultural and traditional values too, women sometimes suffers in attending trainings too at far places which effects business.

As one of the respondent said:

It's up to us to all challenges to our own boundaries our own comfort zones and get out and seek what else is out there in the world but being within cultural norms and values women are not allowed to go freely and to communicate easily in the society.

Family Ties:

Another edge where women have to sacrifice all her dreams or aims are the restrictions from family members, family members first of all do not believe woman that women can do business and secondly they considered women as homemaker who have to stay within four walls of home.

Women entrepreneurs show that they inaugurate numerous schemes to deal with the double-edge amount of work and challenges arising from merging business with family.

As one of the respondent said

“My family does not allow me and do not support me financially and morally to take step at the beginning my brother was rigid in terms of cultural values my mother was the only one who motivated me and stand by me to initiate, still I am not at my goal because of lack of family support.”

Another respondent said

“One of the most important things I have learnt is that businesses do not fail now usually we just need to dig in and figure out how to make things better by our strong communication and helping hand at the need of time to make every day better than yesterday”.

Absence of Finance:

Lack of finance is the most prominent challenge for woman to start a business, difficult to approach and regulate overall investment (D Jamali, 2009). Women entrepreneurs seem to have fewer chances to obtain external sources of capital as compare to men when obtaining finances. As one of the respondent said,

“Life fulfilling work is never about the money when u feel true passion for something you instinctively find ways to nurture it running after agencies to agencies and requesting relatives for financial help is not an easy task being women, government policies are not flexible so I started with the help of one of my friend and with skillful hands”.

Lack of Education:

Davis (2012) shows that absence of education and weak access to new information is another challenge which influences women entrepreneurs in developing countries, as women enjoy relatively less educational and skills of training.

Absence of career management, commonly bound women access to several extensively accessible support-services as well as business extension and knowledge on business growth (Kitching and Woldie, 2004).

As one of the respondent said that

“Educate yourself with a sound awareness it makes all the difference, I wish my forefather would have been educated so we can progress more in terms of economy”

Literature Review:

Zamperi (2011) shows that women have lack of resources, limited and restricted educational knowledge, and inferior place than men in the social order, more over due to lack of mobility and social and cultural restrictions push back women entrepreneurs.

Women entrepreneurs have to struggle more than men as they are not supported by their families and social environment. Even though women are enthusiastic to work, women start working from their homes on small scale their efforts increase their family economy as well as they are country.

Panhwar (2004) states that Pakistani women possess low rank, low self-perception and low self-image, lack confidence in their own capabilities, specifically rural women. Moreover, working women in Pakistan are burdened, due to the domestic as well as professional/job-related activities.

Methodology: -

An overview of literature shows that women entrepreneurs face many hurdles within social and cultural context in Quetta city. This research aims to reveal challenges faced by women entrepreneurs and how women cope these challenges through social capital. The data was collected through (case study) in-depth interviews qualitative investigation in different areas of Quetta city. The interviewees (all females) were from different areas and, organization and firms in Quetta city. Ten (10) in-depth interviews were conducted in bi language from female entrepreneurs. According to the theoretical frame work thematic analysis has been applied to understand the findings. For analyzing existing data, we conducted deductive qualitative content analysis. After an extensive study of the literature themes were generated and coded. The responses of the respondents also help to develop new themes and sequences of quotes selected from these interviews used to support both discussions and findings of the results. The name of the respondents and organizations are not revealed for confidentiality reason.

Results and Discussion:

According to the respondents they do not enjoy entrepreneurship as men do due to many social values, it is observed at many organizations that women are much more skillful as the perform now they can do better if more space is given to them.

Women are intentionally kept behind so that they cannot overcome to men and prominent figure in the society. Women at higher positions and dominating behaviors not easily accepted by stereotype society as in Balochistan.

Yamin (2006) observes that women cope with social capital to face all these hurdles and restrictions, social capital is core of social and cultural unity of society. The norms and values approved by society rule communications amongst people and the organizations. Social capital is the constantly derives relationships among societies. It is consistent, to conclude that without social capital the chance of economic progress is

relatively impossible, as economic and other resources may not be effectively utilized.

Recommendations:

Research suggests that in order to empower women there is need of understanding the importance of women's part in the field of business. The educational policy makers, government agencies and media could chain up together to facilitate females with better approach to business progress facilities and simplify local, provincial and at state networks. This help incorporation of women entrepreneurs in the mainstream economy.

The above all there is need to be the „true interpretation“ of the status of women in an Islamic culture. There is a need to change the present reasoning at primary level to advance the commitment of female in monetary exercises. It supports by changing the pictures of female in the public eye and energize family support and help too. Along these lines women to create entrepreneurial desire.

Insufficient open transport services for women restricts the women mobility in Pakistan. Transport offices, for example, transports and vans keep on segregating gender orientations by giving separate seating to men and women. While going on open transport women are bound to the initial a few lines of seats. Men can get to any or all the rest of the seating. These seating courses of action may have been satisfactory forty years prior, when couple of women expected to movement to work, however society has changed particularly since these circumstances.

The media could play significant part by depicting the suitable pictures of a cutting edge, Muslim women (who has the privilege to obtain information through instruction, ideal to claim property and the privilege to deal with their own ventures). This could be encouraged by distributing pictures of uplifting and positive good examples of fruitful women entrepreneurs. This will not just give source of motivation to women to settle on particular profession decisions; however, will likewise make a situation for relatives to give support as female entrepreneurs look to set up enterprises.

Women have fewer chances to get finance than men; therefore, women's organizations have a tendency to be packed in the administration

divisions, which more often than not require a little starting capital expense and in addition less specialized learning. Government has made a couple of strides in enhancing access to finance in convenient way for women, for example, established the First Women's Bank (a business bank for women worked by women), and setting up the Pakistan Poverty Alleviation Fund (for the arrangement of smaller scale credits to women). Be that as it may, there is a requirement for more adaptable saving money approaches particularly for women, to empower the supply of insurance and to help their improvement and reasonable strategies for success.

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