



Promoting Female Entrepreneurship

Researchers' Perspective

Presented by

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Outline of presentation

- Research project
- Project Team
- Existing studies
- Gaps research project will address
- Sharing experiences

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Research Project

Changing the mindset of Ugandan entrepreneurs: from Muppets to Gazelles

Research Questions

- *How can high potential entrepreneurs be distinguished from low potential entrepreneurs*
- *What are barriers for female entrepreneurs to be innovative?*
- *What are the factors that influence successful adoption of entrepreneurs of internet & social networking sites?*



Project Team

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- Charles Omusana
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Uganda Women Entrepreneurs Association Limited (UWEAL)

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Existing studies

- Global Entrepreneurship Monitor (GEM) findings show that Uganda Women entrepreneurs have increased over the years (Namatovu et al , 2013)
- Women initiatives have led to the increase in businesses but it is not the best entrepreneurship
- Female entrepreneurship is varying in terms of size (micro, small, medium), education levels.
- Social capital contributed to handicraft production amongst young women. Women that belonged to a group were motivated to acquire skills for production (Kyejjusa et al, 2015)



Existing studies Contd...

- Women use social networks when starting business but it does not help growth (Dawa ,2015).
- Uganda in rural regions entrepreneurs are hardly using their existing networks, nor creating new networks to acquire novel information to generate innovations (Rooks, Klyver, & Sserwanga, 2014; Rooks et al., 2012).
- Very few female entrepreneurs are able to grow beyond the micro level due to a range of impeding socio-economic and cultural factors that render business growth difficult for women relative to men in Uganda (Stevenson & St-Onge, 2005).
- ***Important, how do we step up from all the varying findings?***



Gaps the research will address

- Case analysis of female entrepreneurs in rural areas.
- Organizing a dissemination workshop to share findings in the rural.
- Take stock of what is happening in the women entrepreneurship initiatives
- Establishing functioning resource centers for provision of information, social networking and marketing
- Linking the researchers and academics with the rest of the stakeholders.
- Writing a policy brief that will be disseminated widely.



Sharing Experiences

- Training Programme(Funded by ICEIDA and Implemented- by UIA)
 - Training in local languages
 - Translating the training materials in local languages
 - Use of Illustrations in the training manual
 - Impact evaluation of the training

Ministry of Finance- Competitiveness and Investment Climate strategy (CICS)

- Mapping study of investment clubs in Universities and tertiary universities
- Establishing of investment clubs in Universities



Sharing Experiences Contd...

Other success stories are from local initiatives so we need to emulate them.

- TECHNOSERVE is doing mentorship for women entrepreneurs and also awarding best youth female entrepreneurs with resources to support their businesses
- Beads for life is supporting women to earn income thus meeting their economic and social needs.



Conclusion

- Female entrepreneurs are diverse so the policy and initiatives towards promotion of entrepreneurship should address the different categories of women.
- There is need for Impact evaluation on previous women programmes.



References

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