

Woman Entrepreneurship Development:

Introduction:

Women's economic empowerment is an inevitable part of development discourse. Institutionalization of sustainable development process excluding women from the mainstream development program is inconceivable and will not support sustainable economic growth. Nevertheless, sustainable growth in trade and development would always be a far-reaching goal without active and meaningful participation of the country's women folks.

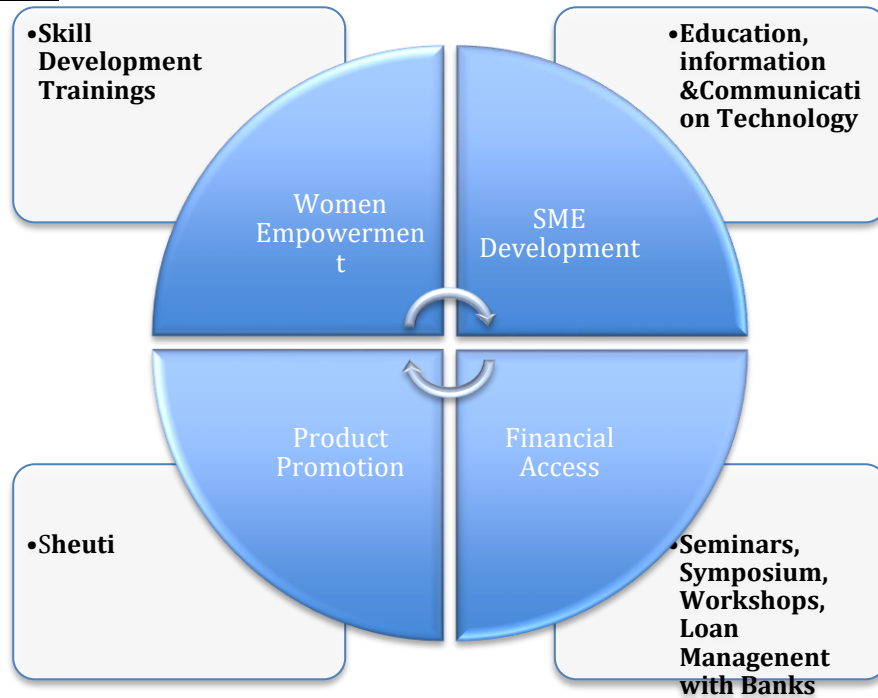
Existing sex ratio in demographic structure of Bangladesh indicates that women comprise almost 50% of the total population. They are essential part of nation's human resources. Due to this demographic structure, the issue of the participation of women in the mainstream economy is imperative. Without a meaningful and active participation of women, half of the total population, in regular economic activities, a dynamic and sustainable economy is impossible. A sustainable economy is a precondition for national growth and prosperity including institutionalization of a democratic system. It is also impossible to achieve the target of a poverty-free society without incorporation of women in the mainstream economy. Considering the issue, a special emphasis has been given by the Government of Bangladesh, donor agencies, NGOs, business community and all other relevant stakeholders through different interventions to ensure increased women's participation in formal economic sector, especially in business and industry.

Bangladesh is one of the countries, which ratified the UN Convention on the Elimination of all Forms of Discrimination against Women (CEDAW). The Constitution of Bangladesh also grants equal rights to women and men in all spheres of public life [Article 28(1), and 28(3) 2]. The Constitution also keeps an obligation for the state to ensure women's active and meaningful participation in all spheres of public life (Article-10). In response to the international concern and constitutional commitment, the Government of Bangladesh has initiated some institutional measures for the enhancement of women's economic position and status in society. The major initiatives undertaken by the Government so far included establishment of a separate ministry on women's affairs, formulation of the National Policy for Advancement of Women-2008 and the National Action Plan, which was prepared in response to the Beijing Platform for Action (PFA).

Overview of Woman Entrepreneur Association of Bangladesh:

Women Entrepreneur Association of Bangladesh (WEAB) was established in year 2000 to help improve situation of women entrepreneur at that time. It was the pioneer association, which aimed at helping, improving, and developing entrepreneurship amongst women. This brochure covers 16 years of our journey. We also show the growth of linkage between rural and urban women and how these linkages are mutually beneficial.

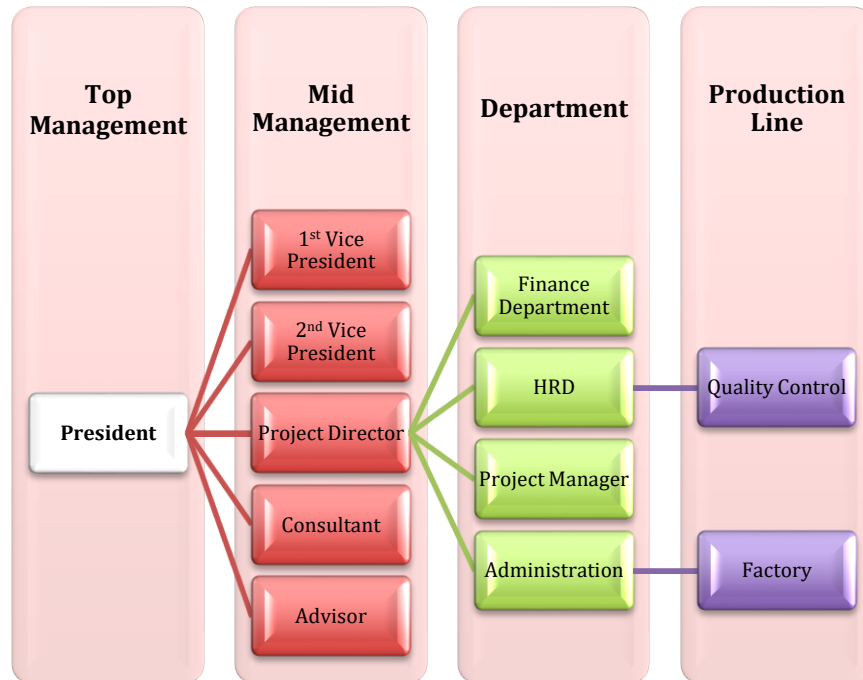
Key Features:



In Bangladesh WEAB has several programs such as:

- Skill Development Trainings.
- Imparting Information & Communication Technology.
- Product Promotions & Marketing.
- Access to Finance and Microfinance.
- Communication and Networking.
- Participation in the National and International Fairs.
- Technical Support.
- Quality Control.
- WEAB is involved with many social works to enhance the position and potentiality of women in the society.

Organ gram of WEAB:



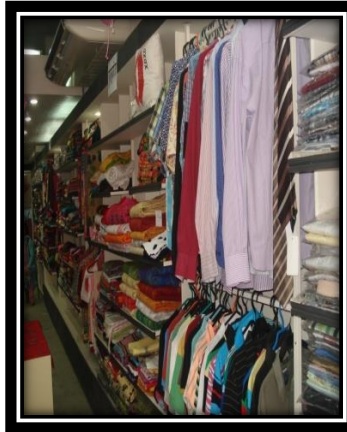
Outlet of WEAB:



The rural and unprivileged women of Bangladesh who in spite of having potential can't participate in the mainstream market and can't show their work, Sheuti is for them. It's situated in 67, Kalabagan, Mirpur Road, dhanmondi, Dhaka-1205. Sheuti is a Marketing outlet for women in Bangladesh to display and Marketing of their products without interfering of any middlemen. It is the pioneer Marketing outlet of SME products for women. Women entrepreneur from all over the country, even the remotest areas of Bangladesh, bring their products to Sheuti.

Sheuti is also a training institute where WEAB provides professional trainings, trainings Categories are:

- Training program for 5 days
- Training program for 7 days
- Long term training program with regular interval (Future expectation)



WEAB & Associates:

- SAWDF (South Asian Women Development Forum)
- SCWEC (SAARC Chamber of Women Entrepreneur Council)
- WEAB associates with SCWEC & SAWDF and jointly trying to develop women entrepreneurship throughout other SAARC countries. Most women in SAARC countries face similar problems in a largely male dominated society.

Purpose of the visit:

The foreign training cum study tour has been designed for some of the NTTFC key officials, representative of private sector and MOC officials to enhance their knowledge base and sharing experiences of developed countries in promoting women entrepreneurship as well as promotion of exports by women traders in selected sectors.

The orientation lectures to be arranged by different institutions in Germany and the Netherlands will enhance the understanding about the experience of European countries in addressing challenges of women entrepreneurship development, the state supports to women entrepreneurs and best practices in these countries for promotion of women led businesses.

The delegation will have direct experience about the development of women entrepreneurship and operational activities of leading women led businesses. Apart from women entrepreneurship development the delegation will have specific orientation about businesses in agro-processing including cut flower and ICT sector in European countries, especially in Germany and the Netherlands. The delegation will explore the potential of export of agricultural products including cut flowers and ICT services by Bangladesh women traders in European countries. The delegation will also have discussion with European traders about promotion of joint venture enterprises in Bangladesh and European countries.

Finally, the delegation will have a detail orientation about regulatory regime for trade in European countries and opportunities for women traders in developing countries to have preferential access to European markets. The delegation will also identify potential sectors for export by Bangladesh Women entrepreneurs in European countries.

It is expected that this foreign training cum study tour programme will facilitate promotion of export by women traders in selected sectors through enhanced knowledge and experience of the project implementing agency and relevant government officials as well as private sector representatives. This will also address the knowledge and experience gaps of project implementation unit to further expedite implementation of different activities of the project for women entrepreneurship development in Bangladesh. The export potential of Bangladesh women exporters will also be facilitated through the blend of European and local knowledge and experiences. This will finally assist implement the project vision, promote efficiency, higher productivity and optimal utilization of human resources of the project.

Delegation members:

Serial No.	Name and Designation	Office
1.	Mr. Md. Munir Chowdhury Director General, WTO Cell	Ministry of Commerce, Bangladesh secretariat Dhaka
2.	Mr. Md. Hemayet Uddin Project Director	Bangladesh Regional connectivity Project-1
3.	Mr. Md. Musleh Uddin Joint Chief, Planning Cell	Ministry of Commerce, Bangladesh secretariat Dhaka
4.	Mr. Md. Saiful Islam PS to Honourable Minister of Commerce	Ministry of Commerce, Bangladesh secretariat Dhaka
5.	Mr. Md. Khalilur Rahman Deputy Director, WTO Cell	Ministry of Commerce, Bangladesh secretariat Dhaka
6.	Ms. Shafin Zaman Representative	Woman Entrepreneurs Association of Bangladesh

Source: Exposure Visit on Women Entrepreneurship development

Brief Overview of the meetings in Netherland & Germany:**A. Netherland:****(1).Sisterhood in Business (12.12.18):**

Sisterhood in Business is a national network organization of experienced entrepreneurs who use their experience, network as well as extensive knowledge to support one or two entrepreneurs with a growth ambition, in addition to their company. Sisterhood in the Business (SisinBiz), believe in the power of dialogue and especially in the powerful impact that businesswomen can create for themselves and business life in general when they enter into a dialogue about what interferes wit, bindings and inspires.

Focus: Overview of Economic Advantages to Women in Entrepreneurship in The Netherlands

Topic of the discussion:**Key Points:**

1. Agro area
2. Digitalization
3. Cut flowers
4. How to involve women in:

(a) Production (b) Marketing (c) Collaboration (4) Cross- border

5. Need to identify potential factors:

(a) How to start up a business

(b) Trade leadership as well as leadership development

(c) Access to finance. i.e., loan facilities in low interest

(d) Access to vocational as well as technical training

(e) SME business promotion

(f) Cash/ export incentive

We discussed about SME business system where mentioned about the initiative of Sheuti which is an outlet of WEAB. Sheuti is a platform where women entrepreneurs get opportunity to display their product so that they can reach to their customer without any middleman.

Discussion from Sisterhood:

1. Sisterhood in business

2. Sisterhood in leadership

3. Peer

4. Mentees

5. Mentors

6. Land legislation

7. Developing network

8. Role Model

SISTERHOOD IN BUSINESS:

They believe that when women enter into dialogue with themselves and especially with each other, this can create the real acceleration to break through existing annoying patterns in all kinds of areas. How can you make a powerful, honest sound, without quickly falling into the copying of male patterns? Why do we talk women about each other easily, but do we find it difficult to give each other direct feedback? How do you, as a woman, deal with criticism? What is possible if we no longer compete with each other in advance?

SISTERHOOD IN LEADERSHIP:

Sisterhood in Leadership is about what leadership & mentorship of and for women can mean for you, your team and your organization. It is about freeing untapped potential, so that women challenge, support and inspire each other and get the best out of themselves and each other. Beyond competition and only trudge. This creates a direct added value for the organization you lead or in which you create a career.

PEER:

Peers are connected to SisinBiz by businesswomen with as much courage, energy, self-will and limitless ambition, to make the difference.

M E N T E E S

A mentee is an entrepreneur with a (soon to be) proven concept. Her business already exists and she has a clear vision and plan on the growth of the company. It already generates turnover, its business model has potential and it has growth ambition.

M E N T O R S

Mentors are experienced entrepreneurs who contribute their experience, knowledge and network to support the mentee in her development as a businesswoman and the growth of her business. They supervise one or two female entrepreneurs with growth ambitions. And thus contribute to the development of a powerful network of businesswomen and a more favorable business climate for businesswomen.

Outcome:

Sisbiz is an entrepreneurial development platform where woman can be beneficial through the strong database as well as strong networking system which also can be followed in Bangladesh. Land legislation could be an easiest option for rural and urban women to expand their business.

(2) FMO- Entrepreneurial Dutch Development Bank: (13.12.18)

FMO is the Dutch Development Bank. It is their mission is to empower entrepreneurs to build a better world. They invest in over 85 countries, supporting job creation and income generation and improving peoples lives in those parts of the world where this makes the biggest difference. Their role extends beyond financing, as they help business to operate and grow transparently in an environmentally and socially responsible manner. They believe in a world where, in 2050, more than nine billion people live well and within the means of the planet's resources. In pursuit of this vision, FMO has strong alliances with Financial Institutions of Bangladesh such as Brac Bank, City Bank Limited, united Commercial Bank, Dutch Bangla Bank etc where they provide capital, knowledge and networks to support sustainable growth.

Focus: Exchange on impactful Approaches & Experiences in Supporting Women's Entrepreneurship

Discussion:

Key Point:

1. Their strategy is to align with the Sustainable Development Goals (SDGs), building on increased focus and impactful approaches:

- FMO will steer on contribution to the SDGs in general, and three in particular: decent work and economic growth (SDG8), reduced inequalities (SDG10) and climate action (SDG13).
- To be effective in supporting local prosperity, their aim is to become the preferred partner to the key stakeholders.

- They also focus on three sectors where the world can have the biggest impact: financial institutions, energy and agribusiness, food & water.

Investment sectors of FMO:

Agribusiness:

FMO invests across the value chain - enhancing food security, supporting sustainability and promoting inclusive development. FMO finances companies throughout the agribusiness value chain:

- Primary production: crops, livestock, production, and fishing
- Processing: crushing, storage, handling & packaging
- Trade: trading, and exporting
- Distribution: logistics, and retail

Energy:

Power shortages are one of the biggest barriers to development. FMO finances energy projects that not only power economies but also promote the transition to a low-carbon system

Financial Institutions:

FMO works with Financial Institutions for a world where finance is more sustainable and accessible to everyone.

Alliance with Brac Bank of FMO:

BRAC Bank Limited (BBL) is a well-performing private sector bank in Bangladesh, with US\$2.39 billion total assets, a strong brand name and a specific focus on the unbanked SME segment. The bank now has the country's largest SME portfolio and an extensive network of 157 branches (of which 48 SME branches) covering the country's urban, suburban and rural areas. The bank has a value-based approach and uses the triple bottom line of people, planet and profit.

Funding objective

FMO is providing capacity development funds for the establishment of an environmental and social risk management system (ESMS) at BBL. This ESMS will target improvements in environmental and social aspects on a client level. This will make it possible to conduct a better environmental and social risk analysis.

Why FMO fund this project

This capacity development project is intended to improve environmental and social standards in the Bangladeshi financial sector, helping the sector as a whole to become more sustainable.

More Discussed points:

- 1) Enhancing possibilities to access in Financial Sector for Women Entrepreneurship specially small outlet like Sheuti, a production of Woman Entrepreneurship Association of Bangladesh.
- 2) Social barriers as women cannot always get involve in business as the views of our society seems more traditional.
- 3) Gender inequality
- 4) Percentage of business ownership
- 5) Women in Border haats
- 6) How to segment women entrepreneur from mainstream?

Outcome:

FMO is a financial institution which is eager to invest the entrepreneurial sectors all over the world. In regards of that Bangladesh is a country which has huge potentiality for women entrepreneurs and financial institutions such as Brac Bank, the City Bank Ltd and many other banks provide SME loans to woman entrepreneurs specially Agro business, energy and water as Netherland is pioneer for water and energy management. Moreover, FMO significantly provide opportunities for social and economic friendly products. This is why Brac Bank Ltd gets a fund of 7million for its value- based approach such as People, Planet and Profit. Finally, women entrepreneurs can get incentive from these banks or specially Brac Bank for eco-friendly production as well eco-friendly management approach.

(3) University of Amsterdam, Dr. Nickey Pouw (14.12.18)**Type from the handbook.**

Focus: Building inclusive Business Models. Enhancing Food Entrepreneurship

Dr. Nickey Pouw presented her Research project about Women's Food Entrepreneurship in African Region:

Project information

Aim: The project WFE aims to strengthen women's food entrepreneurship in city slums in Kenya & Burkina Faso, by building inclusive business models for food security. based

on an integrated understanding of the complex interactions between soil quality, food production and quality and nutrition for vulnerable groups.

Objective: Boosting women's production, processing and trading of quality foods in Africa's growing cities can improve food and nutrition security of vulnerable populations. This inter- and trans-disciplinary project examines opportunities and constraints, field-tests innovative food production and processing methods, and designs inclusive business models for women food entrepreneurs.

Method: The project has a transdisciplinary team of social and natural scientists, Dutch, Kenyan and Burkinabé entrepreneurs, government and civil society actors, and community-based women groups. Through a comparative analysis between Kisumu and Ouagadougou, this project address the constraints faced by women as: (i) food producers in (peri-)urban gardens; (ii) food processors; and (iii) food marketeers, within diversified physical, environmental, social and policy contexts. The project (a) co-designs and field-tests hybrid food production and processing technologies; and (b) enhance and promote women's business knowledge and skills through inclusive business models.

Countries: Kenya and Burkina Faso

Dutch policy goal: Inclusive business models for food security.

Progress reports:

Year 1: During a vibrant project kick-off meeting in Kenya the inter-disciplinary focus of the research was reascertained in detail. Two social science PhDs (one for Kisumu; one for Ouagadougou) teamed up with the natural science PhD (studying Kisumu & Ouagadougou) in their first field-familiarizing visits. Collaboration was sought in each location, through participatory workshops, with three urban WFE groups. On the project page, blogposts on field-familiarizing visits in [Kenya](#) and [Burkina Faso](#) have been published.

The parameters for the Food and Nutrition baseline have been set and a survey designed building on the Dietary Diversity Index of FAO, and incorporating additional questions on agricultural management practices and land use.

The geologist identified suitable mines in close proximity to each study location. Rocks were brought back for rock dust analysis, which feeds into the soil nutrient enhancement analysis, see the two surveys on [Burkina Faso](#) and [Kenya](#).

Summary mid-term review: Women Food Entrepreneurs (WFEs) are found to play an important role in the food and nutrition security of vulnerable urban slum populations. Yet, their added value is low and they form a blindspot in urban food and nutrition policy and agribusiness value chains. Social-economic and political deprivations, coloured by gender inequalities, and environmental precariousness undermine the economic viability and sustainability of their entrepreneurship. They are stuck in survival entrepreneurship. Through building hybrid knowledge, strategic governance, and collective action, WFEs are seeking to advance their entrepreneurship.

Co-creation activities involving diverse local stakeholder groups currently focus on:

- (i) soil and water improvement techniques
- (ii) new food processing opportunities and

(iii) identifying market niches, as sustainable pathways towards more inclusive business models.

More Discussed topics:

(1) How to exchange Business Model in terms of Food Entrepreneurship Development for Women in rural as well as urban areas in Bangladesh?

(2) How to resolve trade barriers for women food producers?

(3) How women can encounter socio-economic challenges to become a global as well as successful food entrepreneur? As the business model has already implemented in Africa as well as many Asian regions such as India, Sri Lanka and Vietnam.

Outcome:

This project basically focuses on Food Entrepreneurship in rural Africa which is incorporated with agricultural management practices and using of land. Moreover, in mine areas soil and rock qualities are tested for the recycling use of nutrients in soil for better production. Through building hybrid knowledge, strategic governance and collective action. Women entrepreneurs in Bangladesh can do better in agricultural management.

B. Germany

(1) Vdu (17.12.18)

VdU - women entrepreneurs with passion since 1954, the VdU represents the interests of women entrepreneurs across all sectors as a trade association. For over 60 years, the VdU has been advocating more female entrepreneurship, more women in leadership positions and better conditions for women in business. Currently, the VdU represents more than 1,800 women-owned, especially medium-sized companies from industry, trade, commerce and service. The members of the VdU together generate an annual turnover of 85 billion euros and employ 500,000 people.

Topic of the discussion:

(1) Womens involvement in the financial institution in Germany

(2) How SME entrepreneurs can develop a business model as Vdu members are doing?

(3) How Government in Germany is facilitating women entrepreneurs to provide incentives in business?

(4) SAFTA or Regional Trade

(5) How they work with schools to encourage young generation as to become an entrepreneur?

Outcome

This association is mainly a platform for women entrepreneurs so that they emphasise on B2B meeting or a table talk discussion. As a result, entrepreneurs can widen their network in order to work in larger community. Moreover, they also provide necessary training to the clients as well as financial literacy knowledge to start up a new business.

(2) **University of Potsdam:** (18.12.18)

Christoph Rasche (Dr. rer. pol. habil., full-professor)

After finishing high school in Minden, Germany and fulfilling national service Prof. Rasche studied Sport Economics at the University of Bayreuth. Initially as external doctorate candidate, later as research associate and assistant he did his doctorate at [Prof. Dr. Heymo Böhler \(†\)](#) (Chair of Marketing at University of Bayreuth). Afterwards a career in business and strategy consulting for Droege & Comp. AG in Dusseldorf followed. Prof. Rasche's habilitation in the field of strategic management was accomplished at the University of Bayreuth in his function as a Senior Scientist. In 2001 he became full-professor at the University of Potsdam and since then he owns the Chair of Management, Professional Services and Sport Economics. For several periods Prof. Rasche was the managing director and vice director of the Department of Sport Sciences. Furthermore he is a member of the founding committee of gmip - General Management Institute Potsdam e.V., member of the Institute for Management and Organization (IMO) e.V. and of the nation-wide task force Sport Economics as well as associate editor and co-publisher for the publication series "Leadership" and "Strategisches Kompetenzmanagement" [Strategic Competence Management]. Prof. Rasche is passionate about running marathon and rowing.

Topic of the Discussion:

Prof. Rasche gave an extensive lecture on Social Entrepreneurship which is a revolution in Europe specially in Germany.

Social entrepreneurship:

Social entrepreneurship is the use of [start-up companies](#) and other [entrepreneurs](#) to develop, fund and implement solutions to social, cultural, or environmental issues.^[1] This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.^[2] For-profit entrepreneurs typically measure performance using business metrics like [profit](#), [revenues](#) and increases in [stock prices](#), but social entrepreneurs are either [non-profits](#) or blend for-profit goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad

social, cultural, and environmental goals often associated with the [voluntary sector](#)^[3] in areas such as poverty alleviation, [health care](#) and [community development](#).

This is how the method linked to 4P:

- 1) Prototype
- 2) Patent
- 3) Product
- 4) Profit

Topic discussed:

(1) How to develop a business model in terms of social entrepreneurship?

(2) How to overcome creative, competitive and price disruption?

(3) How to develop process innovation by implementing digital commerce?

(4) What is the concept of social entrepreneurship?

(5) How to overcome obstacle in data protection?

Business Model Concept of Social Enterprise:

Social enterprises apply business solutions to social problems. The ultimate goal is to achieve sustainability by enabling non-profits to support themselves financially in innovative ways instead of relying solely on grants and donations. For instance, IKEA is a co-value creator which follows the cloning method in production as well as outlet design so that it reduces the repetitive cost. In regards Artificial Intelligence could be a better and an effective solution for our country. Another concurrent example of Artificial Intelligence in Germany are: Healthcare app, Calling app, public hygiene app etc. These can be relate to the given business model of social enterprises in Bangladesh.

Key elements:

A business model includes two key elements:

1. an operating strategy that includes internal organizational structure and external partnerships that are crucial for creating the organization's intended impact; and,

2. a resource strategy that defines where and on what terms the organization will acquire the resources (financial and human) it needs to do its work.

The business model for a social enterprise is the channel that the social entrepreneur converts inputs into outcomes; the generation of both social value (measurable impact) and economic value (revenue).

A social enterprise can be integrated with the non-profit organization in one of several ways:

Embedded:

- The enterprise and the social program are one and the same
- The business is created to serve clients (central to the mission)

Integrated:

- The business activities overlap with the social programs
- The business is created as a funding mechanism and to expand/enhance the mission of the organization

External:

- Social and business activities are separate and may or may not be related to the mission of the organization
- The business is created mainly as a funding mechanism to support social activities

Requirements:

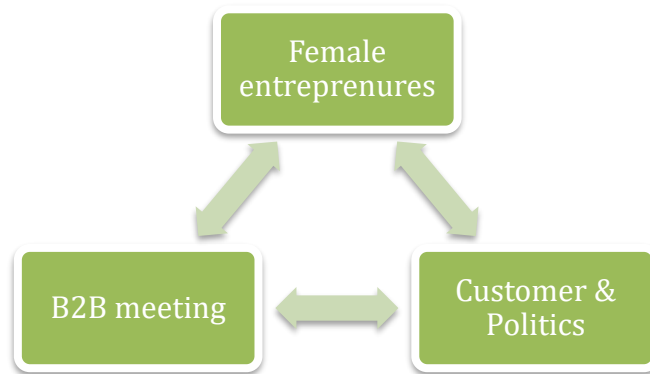
1. It is a good fit with the agency
2. You know your industry
3. You treat your enterprise as a business
4. You hire the right people
5. You set realistic expectations
6. You improve your financial literacy. (www.torontoenterprisefund.ca)

**(3) BVMW- The German Mittlestand
German association for Small and Medium-sized Business**

Discussed Topics:

- (1) Key figures of the SMEs in Germany
- (2) Their Network
- (3) Goals
- (4) Strategy
- (5) They are also interested to exchange business opportunity throughout the South Asian region
- (6) Real networking platform

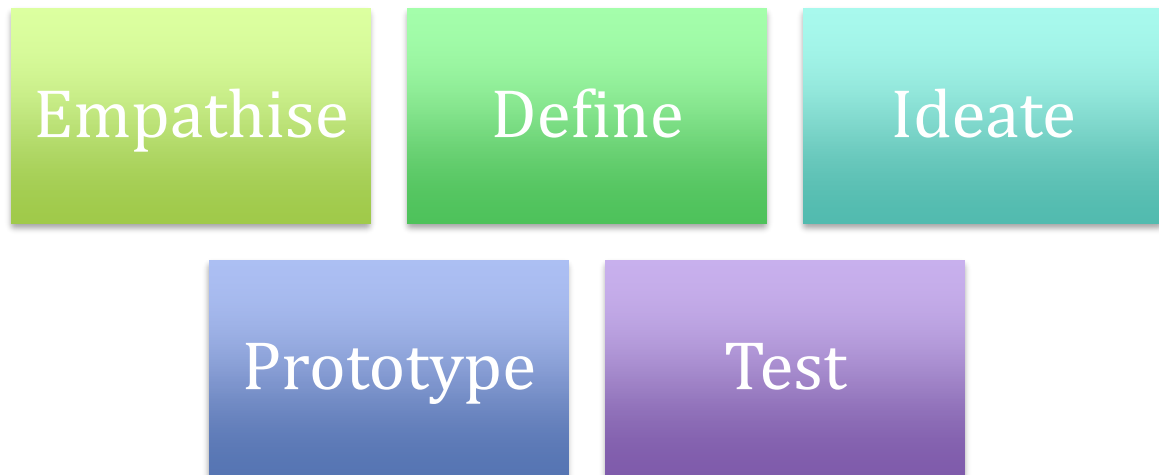
- (7) Digitalization
- (8) Providing Capacity Building Training
- (9) New alliance for education especially vocational training
- (10) B2B professional meeting



Method:

Design Thinking:

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It's extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing. Understanding these five stages of Design Thinking will empower anyone to apply the Design Thinking methods in order to solve complex problems within the organization. For instance, Entrepreneurs in Silicon Valley follow the design thinking approach which can also be synchronized with the concept of Cloning Prototyping method.



Design Thinking Process

More discussed topic:

Women Entrepreneurship possibilities in Bangladesh:

- (1) Fashion design- Jute or apparel
- (2) Exchanging expatriate
- (3) Mainstream- how to link and develop
- (4) ICT- Sector
- (5) Agro Business
- (6) Regional block

Outcome:

The German government is well aware of the entrepreneurial development all over Germany this is why these organizations as BVMW provides funds or creates platform for small and medium-sized enterprises by following the design thinking approach which also followed in Silicon valley, California. In Bangladesh, apparel, ICT and agro has a huge opportunity to expand themselves in the global marketplace by arranging International fairs and networking to each vendors. This 5P is also able to create a collaboration between each sectors in terms of quality production. Consequently, small and medium-sized enterprises can capture the global marketplace.