

(A)

# Project Paper

On

## Women Entrepreneur in Dhaka: *Some Barriers to Success*

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# EAST WEST UNIVERSITY



## **Letter of Transmittal**

August 20, 2009

**M Sayeed Alam**  
Assistant Professor  
Department of Business Administration  
East West University

Dear Sir,

Here is a project on "Women entrepreneurs in Dhaka: Some barriers to success" based on survey and analysis to fulfill the course requirement of Project work (BUS-498).

This research was attempted to identify the success and barriers of women entrepreneurs in Dhaka. This study identified the success and barriers of women entrepreneurs in Dhaka, which depends on a number of factors surveyed by most of the women entrepreneurs. The factors are age, education background, family background, business capital, type, range of extension, income etc. Finally, it concludes with some proposed recommendation based on those findings from analysis for the future enhancement of the women entrepreneurs in Dhaka.

We appreciate having this project report. If you have any query, please feel free to contact me.

Sincerely yours

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Shazia Bente Islam Diana  
2005-2-10-114

## Acknowledgement:

Though this is a project paper written on my own it required helps, guides, information and support from various people to get its final form. I would like to extend my heartfelt gratitude towards those people and thank them to providing me with assistance. First of all I would like to mention the name of **M Sayeed Alam** without those guideline this project paper would never have come into its present being. His advice, direction and careful involvement made the way of this project very much defined and comfortable. A special note of thanks goes to my parent who always supported me with their maximum potential and my brother who always left the computer desk whenever I asked for.

Ln. Rokeya Islam, who spent 27 years of her life as a biggest woman entrepreneur by supporting the economy of Dhaka city. She helps me to have all the 23 interviews on her reference. I would like to thank all of the women entrepreneur cordially to spend their precious minutes with me to give face 2 face interviews. A special debt of gratitude goes to Mrs. Ayesha Begum who allowed me to interrupt between her TV recordings and gave me a chance to interview her with the scope of interacting with other people.

Thanks to my "bua" for the midnight tea support and endless patience about my meaningless anger. I would like to thank all the library stuff and my ISP who helped me to collect the secondary information. I also thank all the people who agreed to complete my survey questionnaire. Last but not least I thank all those I might have missed out.

*Shazia Bente Islam Diana*



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## *E*xecutive Summary:

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Women entrepreneurs are having very significant role in our society. Now days in Dhaka city some of the sectors we cannot think about without women entrepreneurs. In many ways we can women entrepreneurs are superior from the jobholders. They are the leaders of the society and also much more alert about there rights and other facilities. Thousand of people get work in there. As women are half of the population and they are becoming the strength our economy.

Though they are the power of our economy but each and every day they faced lots of problem and barriers, which force them down for their success. These increase the possibility of failure. A little support may make these leaders as simple of the nation.

So it is now very important issue for our economy to retain them. Because the market growth rate for this particular industry are very dawdling now.

In this research I find out how the women entrepreneurs provide their service to whole economy as well as what is their opinion about their service.

Through this findings I try to pin point which factor are more important to have success for women entrepreneurs and how we can influence to increase more entrepreneurs in Dhaka city.

As I am doing project work so I have to submit report about my project. So as per my course instructor instruction I submit my report, which contain about "Women entrepreneurs in Dhaka: Some barriers to success".

I choose this topic because at present time, we know the percentage of growing women entrepreneurs increases enormously in Bangladesh as well as in Dhaka day by day. Therefore thousands of people get work in there. At the behind of all these entrepreneurs' stories have some barriers and successes. They are all trying



*Origin of report*





hard to have a new sunrise, where can break all the typical distinguishes between male and female and practically get the honor as a part of nation.

## *Objective:*

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Basically in this project I will try to find out answers of these questions:

- ✓ What are the backgrounds of women entrepreneurs?
- ✓ How and why they become entrepreneurs?
- ✓ What is the current situation and achievement of them?
- ✓ The story of successes and what are the barriers they have been facing?

By correlate those questions we can generate some understandings that women entrepreneurs are the leaders who direct the big part of the nation. A little appreciation can give them certain chance to get their success.

## *Scope:*

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In the report I have tried to discuss about the success and barriers of women entrepreneurs in Dhaka and how they and why they are increasing day by day. And finally I have tried to make some correlation between these things.

## *Methodology:*

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Here, I had to use numbers of methods to collect all the primary and secondary information that I needed. I started my research with the collection of secondary data and then continued to collect primary information.





## Collection of secondary data:

### Collecting relevant literature:

I used a number of sources to collect the secondary information. The sources included the East West University Library and the Public Library. The EWU library officials were truly helpful although I found some obstacles to continue my study to other library. There are some texts and relevant literatures which were very supportive that helped me a lot which are mentioned in the bibliography.

### Using the Internet:

Internet is the best source of information in any regards now a day. As it helped me immensely in my research I would say that "Internet is the best way to gather information and it is such a friend who will never leave you until the power constrain." I vigorously use the search engine [www.google.com](http://www.google.com) to find relevant contents and other websites those are mentioned in the bibliography.

## Collection of primary data:

### Conducting face-to-face interviews:

I interviewed a number of persons to get a clear idea of my research topic. I must mention that all the interviewees were very assistive and considerate towards me. During my research whenever I failed to understand anything he repeated the topic and described it with patience and a smile on face.

### Conducting telephonic interview:

I had a strong desire to take the interview of the prominent Fashion designer **Ashiya Farjana**. But due to her extremely busy schedule she was unable to give me a **face-to-face** interview. However she was agreed for a telephonic interview and I **gladly** accepted that. She was very happy about the topic of my research





## Conducting surveys:

I prepared a set of questionnaire for target groups. I surveyed 23 women entrepreneurs. All of them are asked mostly common question with some exception just to know their consciousness or fondness about women entrepreneur.

## Sample Size:

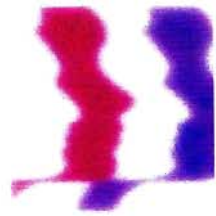
Sampling Frame is a list, which contains the particulars about the items of a Population. If a probability sample is to be taken, a sampling frame is required. It is necessary for the Researcher to select required samples from the population.

For my research purpose I go for sampling rather than choose the whole population. Because currently around 1 lac women all around in Dhaka city are stab listed as an entrepreneur. So it is very costly if we go for population survey. Another thing is timeliness due to the larger size of population total time involved in the case of census is significantly take huge time. And for the reason of large population size many of them are not traceable due in traveling, disease, death, mental abnormality, prisoners etc.

And finally the main important reason for sampling is the amount of non-sampling error in the case of census is much higher than the total amount of sampling and non-sampling error committed in the case of a sample survey.

The degree of errors has a relationship with reliability. If error decreases than the reliability increase sampling decreases both the sampling and non-sampling error. So, it enhances the reliability of information.

Here I go for random sampling technique because here all item of population have an equal opportunity to be included in the sample. And also here the population size is extremely large so I think if we select sample by following simple random sampling technique then it will be more reliable than other sampling technique. And finally I choose 23 samples by using simple random sampling technique.



## *Limitations:*

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In preparing the report I had face several difficulties for gathering appropriate information and other related issues. It would have been helpful for me to analyze the entire scenario if I could discuss the issues with a good number of Women entrepreneurs in whole Bangladesh. But it is not possible at all for the time limitation. Despite these limitations I tried my best to collect necessary data and information that have been analyzed in the subsequent section.

## *Report Preview:*

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According to the report I have tried to present some important information about the successes and barriers of women entrepreneurs in Dhaka city. In these days women are not setting in there home. They are becoming leaders of their own organization rather than doing jobs. These all brings lot of changes in city life. I have tried to cover all of the major aspects and factors related with my project topic.





*Literature review*







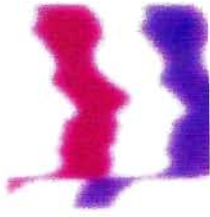
## *Introduction:*

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In recent years, the developing countries of the world including Bangladesh have been focusing attention on the most disadvantaged group in the society – the women. Realization has gradually dawned on all concerned that a society cannot afford to waste half of its human resources by discrimination on grounds of sex. This increasing awareness on the part of the government has led to the adoption of national policies to facilitate a development process involving women in all spheres particularly in economic activities focusing especially on entrepreneurship development. The overwhelming majority of women in Bangladesh are not only poor, but also caught between two vastly different worlds the world determined by culture and tradition that confines their activities inside family homesteads, where they are regarded more as a commodity necessary only for bearing and rearing children and the world shaped by increasing landlessness and poverty that focus them outside into various economic activities for survival. Thus the female members, constituting half the country's population, are lagging far behind their male counterparts in all spheres of life.

## *What is women entrepreneur?*

A women entrepreneur is a person who has possession of an enterprise, or venture, and assumes significant accountability for the inherent risks and the outcome. It is an ambitious leader who combines land, labor, and capital to often create and market new goods or services. The term is a loanword from French and was first defined by the Irish economist Richard Cantillon. Entrepreneur in English is a term applied to the type of personality who is willing to take upon herself or himself a new venture or enterprise and accepts full responsibility for the outcome. Jean-Baptiste Say, a french economist, believed to be coined the word Entrepreneur first in about at 1800. He said an entrepreneur is "one who undertakes an enterprise, especially a contractor, acting as intermediately between capital and labor".



## *What does the word "entrepreneur" mean?*

The word "entrepreneur" (f. *entrepreneur*) is a loanword from French. In French the verb "entreprendre" means "to undertake," with "entre" coming from the Latin word meaning "between," and "prendre" meaning "to take." In French a person who performs a verb, has the ending of the verb changed to "eur," comparable to the "er" ending in English. "Unternehmer" (lit. "undertaker" in the literal sense of the word) is the high German equivalent and curiously, "Unternehmensforschung" is the German equivalent of Operations Research although the Anglo-Saxon model of the firm is fairly anti-thetical to the notion of management as a science. Enterprise is similar to and has roots in, the French word "entreprise," which is the past participle of "entreprendre."

## *Entrepreneur as a leader.*

A more generally held theory is that women entrepreneurs emerge from the population on demand, from the combination of opportunities and people well positioned to take advantage of them. A women entrepreneur may perceive that they are among the few to recognize or be able to solve a problem. In this view, one studies on one side the distribution of information available to would-be entrepreneurs (see Austrian School economics) and on the other, how environmental factors (access to capital, competition, etc.) change the rate of a society's production of entrepreneurs.

A prominent theorist of the Austrian School in this regard is Joseph Schumpeter, who saw the women entrepreneur as innovators and popularized the uses of the phrase creative destruction to describe his view of role of entrepreneurs in changing business norms.



## *P*resent situation of women entrepreneurs in the world:

Women entrepreneurs are influencing much more than how business gets done in the world. They are shaping and redefining the workplace, the nation's business networks, financial institutions, culture and how business is conducted throughout the world. The growth of women entrepreneurs in the U. S. has been extraordinary in recent years. Not including self-employed females, there are 6.2 million women-owned firms employing 9.2 million people, generating sales of \$1.15 trillion, according to the Center for Women's Business Research (CWBR).

- ❖ The CWBR estimates that as of 2002, women-owned businesses grew at twice the rate of all businesses (14% versus 7%).
- ❖ Similarly, employment among women-owned firms increased at one and a half times the rate of all firms (30% compared to 18%).
- ❖ Women-owned businesses with 100 employees or more and those with over \$1 million in revenues experienced tremendous growth over recent years, according to CWBR. Firms breaking the "100 employee mark" from 1997-2000 increased 42.9%, which was 68% faster than all businesses.
- ❖ Businesses owned by women with 500 employees or more experienced an increase of an extraordinary 124.3% (almost triple the growth rate of all firms).
- ❖ Women-owned firms with revenues of \$10 million or more grew three times the rate of their counterparts expanding 36.8%.
- ❖ There are 1.2 million minority-owned firms owned by women, which employ 822,000 people and generate \$100.6 million in sales. The growth of Hispanic women-owned firms grew by 39.2% (470,334 firms); African American women-owned business 16.7% (365,110 firms); businesses owned by women of Asian or Pacific Islander heritage 44.6% (77,483); and Native American or Alaska Native heritage 44.6%.





## *The Emerging women entrepreneurs of Dhaka:*

Now days the women entrepreneurs accepted the challenges of life and have emerged as leaders in the socio-economic development - earning for themselves and for their families or contributing towards the socio-political upliftment of the women. women have now become aware of their socio-economic rights and have ventured to avail the opportunities initiated for them. Many women have taken up entrepreneurship and become businesswomen not necessarily to earn and survive and raise the living standards, but to form their careers and become professionals in order to establish their rights through the development of a sector and thereby contribute towards the progress of the society and the nation. There are many types or structure on entrepreneurs. Structures of Women's Entrepreneurial Activities depend on various types. The women have been found to participate in the following:

- **Sole Ownership:** These women, are the Owner/operators of existing micro-enterprises, and have proven management and technical skill in self-employment. They often wish to expand, upgrade or diversify their business through employment of family members as apprenticeship especially in the rural areas or engage and hire workers for the production when the business progresses in the urban areas.
- **Partners in Business/ Share holders/ Directors in Family Business Enterprises:** Many of the women have become partners or share holders in larger business firms and industrial units. Some have entered the family industrial or business operations.
- **Limited company owners:** Women have become owners of medium and large industrial units either through inheritance or through private initiative. Many educated women are now the proud owners of shipping companies, tea gardens, trading centers, and advertisement firms.



## *Limitation of women entrepreneurs:*

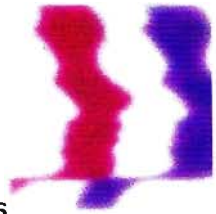
Limitations exist in the form of economic problems and social hazards. Since women are new in certain aspects of entrepreneurship, they face constraints in many ways, causing hindrances to their regular activities. Male middlemen suppliers, contractors and exporters dominate the industry and take advantage of women's isolation in the home and lack of access to credit, supplies and knowledge about the economy of their work. Women are handicapped in the current centralized wholesale market set-up controlled by men. Women, due to their physical stature often encounter "mastans"(hoodlooms) rowdy males, whom they find hard to tackle and are stressed to pay money on demand.

Women entrepreneurs are often cheated by their male partners in trade through unscrupulous means, which may turn hazardous when apt to encounter. Home-based workers lack access to inputs and services like credit, input supplies, markets and new technology that could increase their productivity. Women have no legal knowledge or help in protecting their industries and often fall victims to illegal threats or criminal offences. Moreover, non-availability of efficient or skilled labour, absence of marketing facilities for women and the absence of proper sales centre are some of the major obstacles to smooth transactions in business. Besides, products are sometimes put up for sale on credit basis creating problems in the collection of the sale money.

## *Achievement of women entrepreneurs:*

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The successes of the women entrepreneurs have been reflected in their socio-economic developments. The economic solvency and changes in the homestead and the enterprise, speak of their untiring efforts and the urge for a better life. Similar are the social and socio-psychological changes where even the gain in the courage to talk with people regarding business or any trade and the knowledge to distinguish between good and bad investments and transactions, are great achievements. The nature of changes due to success in business have been observed economically both at the homestead and also within the enterprises or the workplaces. Socially and



psychologically, the individual qualitative changes are the most effective for it helps the individual to develop herself through her own initiative and perseverance. Participation in decision making in family matters and also matters of social importance, removal of social seclusion or the religious sanctions against working women and also decrease in social discrimination against these working women are some of the fruitful achievements. Her increase in income is also an increase in the family income, and it provides the family members to have access to a better life-style, including education and better health for the children.

Modernization of the work-place, introduction of new technology for increased production, increase of workers, along with the increase in the purchasing power upgrades her status both socially and economically. Increased self-confidence through participation in trade and generation of income had blessed most of these women with a home and a prosperous future.





*Data Presentation  
and analysis*





## *Data Presentation and analysis:*

In this section I will present all of my data collected and analysis from surveys in tabular forms. There are 35 questions for the target groups those actually designed for the answer that can help to reveal the research materials.

The questions are designed regarding three areas. They are

- Characteristics of the women entrepreneur in Dhaka
- Business information
- Business barriers of women entrepreneurs in Dhaka.

The questions according to the area and their response are given below:

### **Area 1: Characteristics of the women entrepreneur in Dhaka**

#### **Question-1: Age when you start the business**

- A. 20- 29
- B. 30- 39
- C. 40- 49
- D. Above 50

#### **Question-2: Martial status when you start the business**

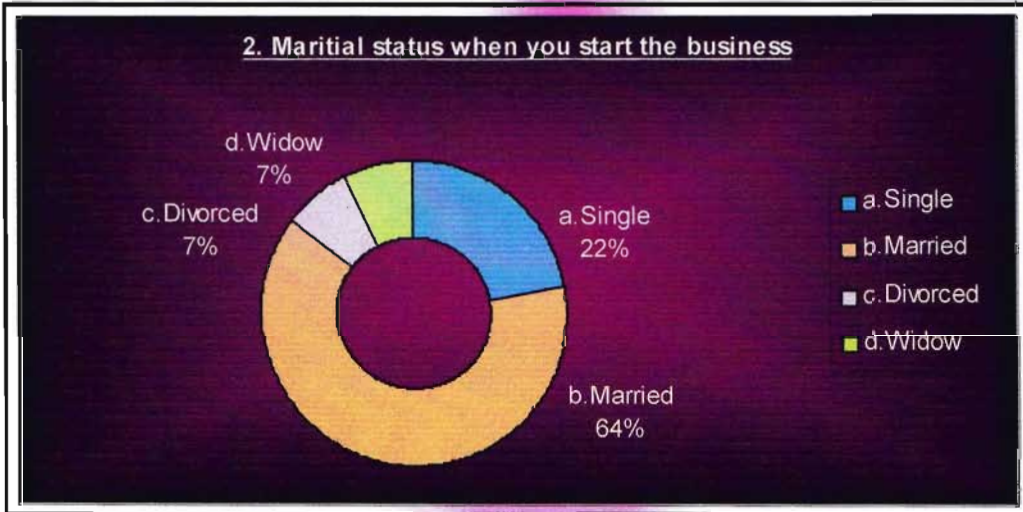
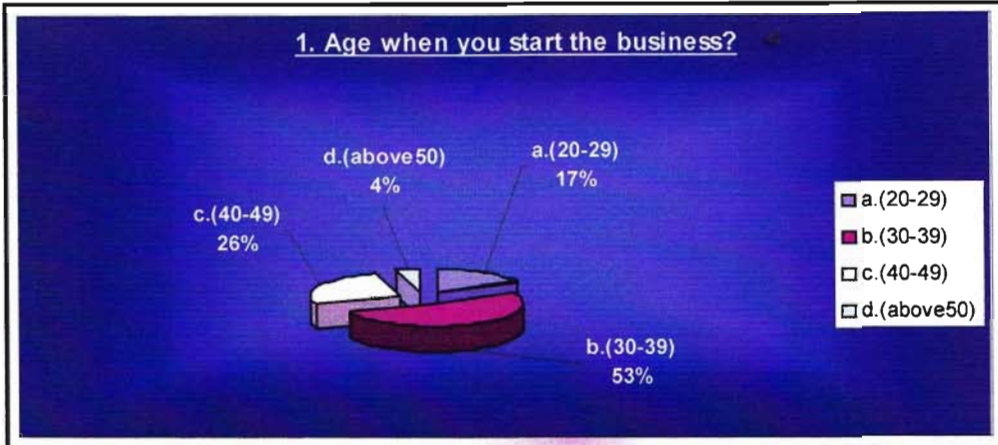
- A. Single
- B. Married
- C. Divorced
- D. Widow

#### **The responses for these two questions are as follows:**

Question	a.(20-29)	b.(30-39)	c.(40-49)	d.(above50)
Response	4	12	6	1

Question	a. Single	b. Married	c. Divorced	d. Widow
Response	6	17	2	2





**Question-3: Level of education when you start your business**

- A. School.
- B. SSC
- C. HSC
- D. Graduate
- E. Diploma

**Question-4: Father's level education**

- A. School.
- B. SSC
- C. HSC
- D. Graduate
- E. Diploma

**Question-5: Mother's level of education**

- A. School.
- B. SSC
- C. HSC
- D. Graduate
- E. Diploma





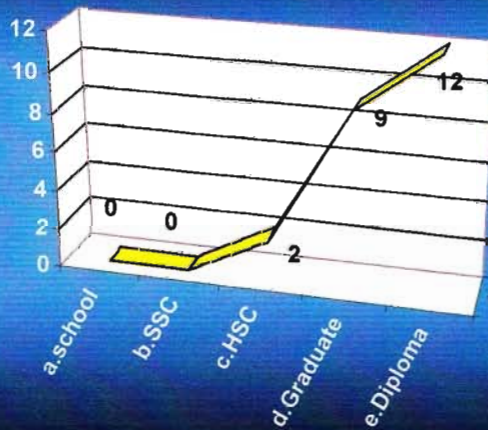
***The responses for these three questions are as follows***

Question 3	a. School	b. SSC	c. HSC	d. Graduate	e. Diploma
Response	0	0	2	9	12

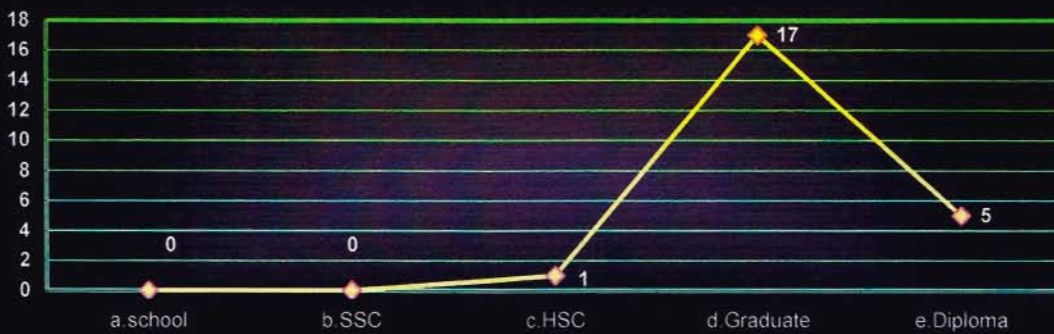
Question 4	a. School	b. SSC	c. HSC	d. Graduate	e. Diploma
Response	0	0	1	17	5

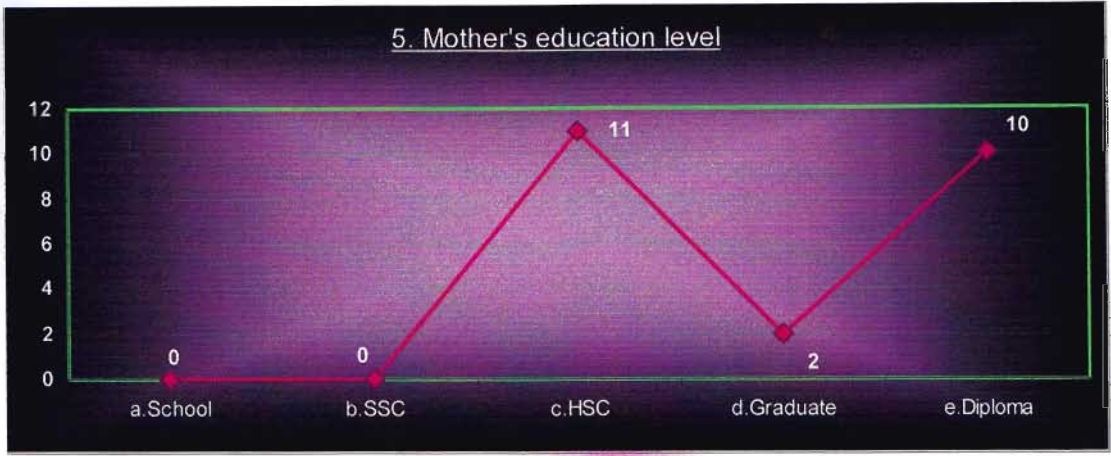
Question 5	a. School	b. SSC	c. HSC	d. Graduate	e. Diploma
Response	0	0	11	2	10

**3. Level of education when you start the business**



**4. Father's education level**





**Question- 6. Father's occupation**

- A. Unemployed
- B. Service
- C. Self employed
- D. Other
- E.

**Question- 7. Mother's occupation**

- A. Home maker
- B. Service
- C. Self employed
- D. Other

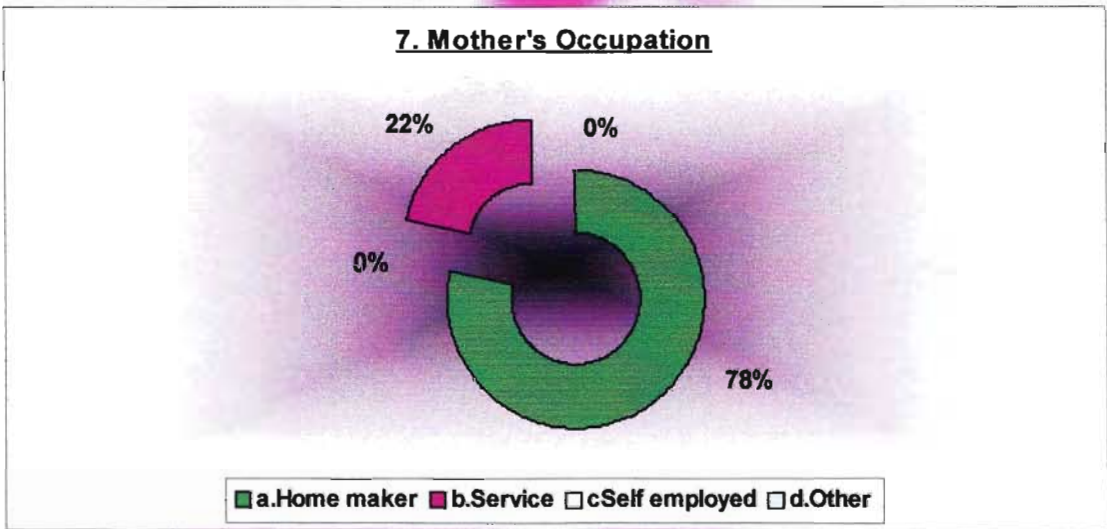
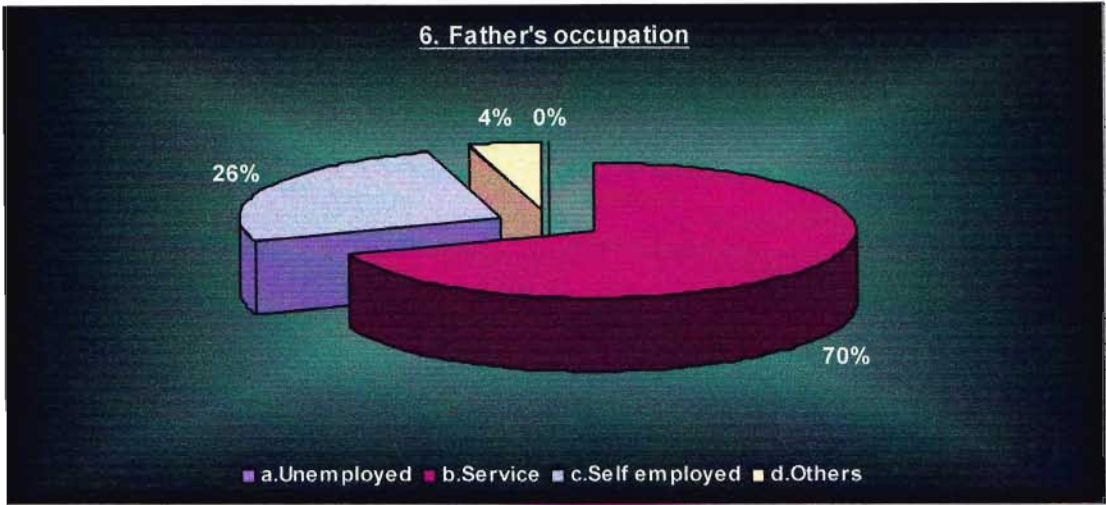


**The responses for these three questions are as follows**

Question 6	a. Unemployed	b. Service	c. Self employed	d. Others
<b>Responses</b>	<b>0</b>	<b>16</b>	<b>6</b>	<b>1</b>

Question 7	a. Home maker	b. Service	C Self employed	d. Other
<b>Reponses</b>	<b>18</b>	<b>5</b>	<b>0</b>	<b>0</b>





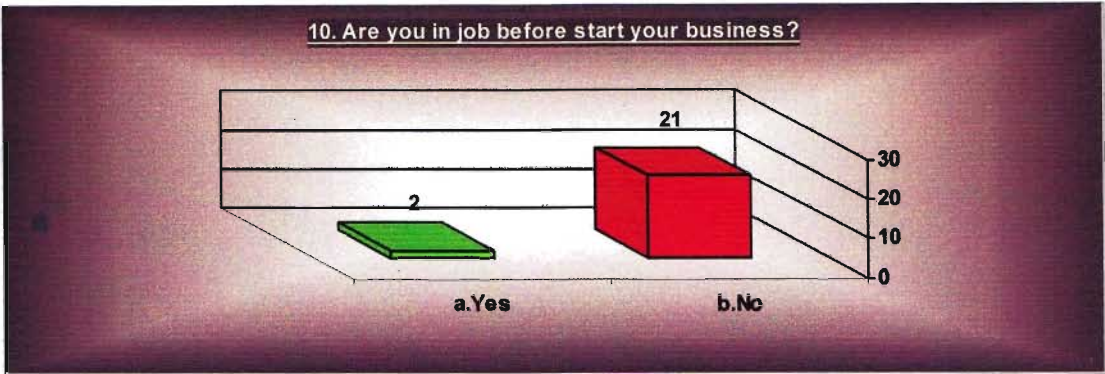
**Area 2- Business Information**

**Question- 10. Are you in job before start your business?**

- A. Yes
- B. No

Question 10	a. Yes	b. No
Responses	2	21

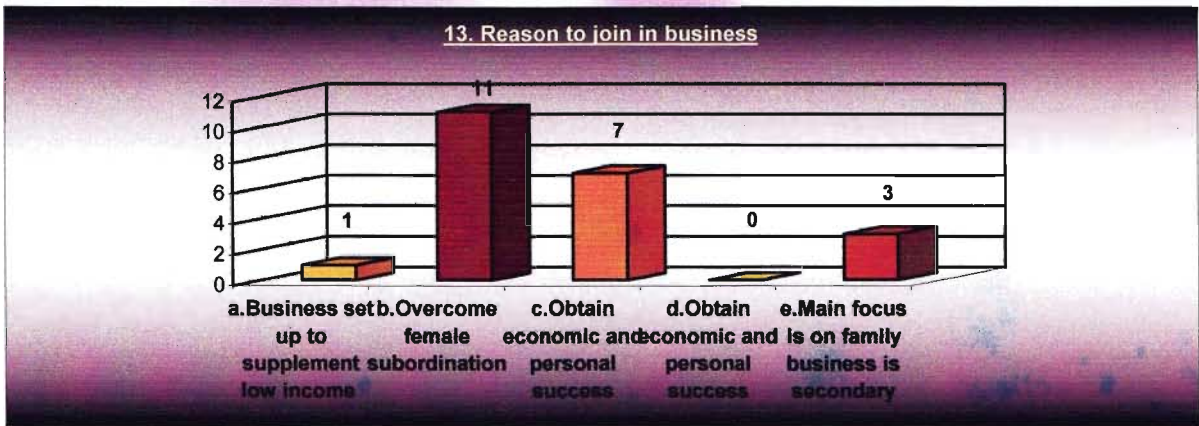




**Question- 13. Reason to join in business**

- A. Business set up to supplement low income
- B. Overcome female subordination
- C. Obtain economic and personal success
- C. Main focus is on family business is secondary

Question no 13	a. Business set up to supplement low income	b. Overcome female subordination	c. Obtain economic and personal success	d. Obtain economic and personal success	e. Main focus is on family business is secondary
<b>Response</b>	<b>1</b>	<b>11</b>	<b>7</b>	<b>0</b>	<b>3</b>

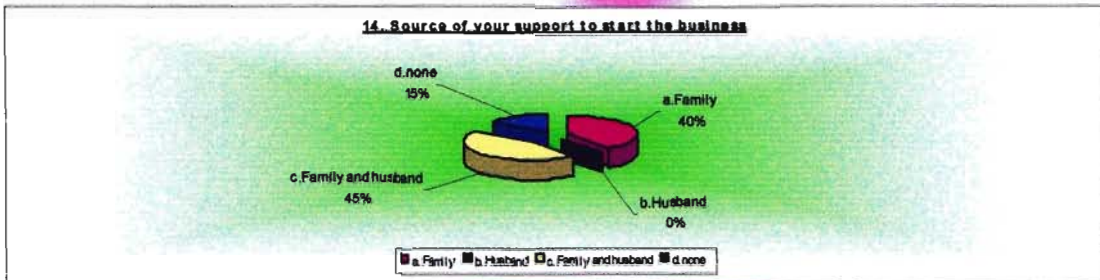




**Question- 14. Source of your support to start the business**

- A. Family
- B. Husband
- C. Family and husband
- D. None

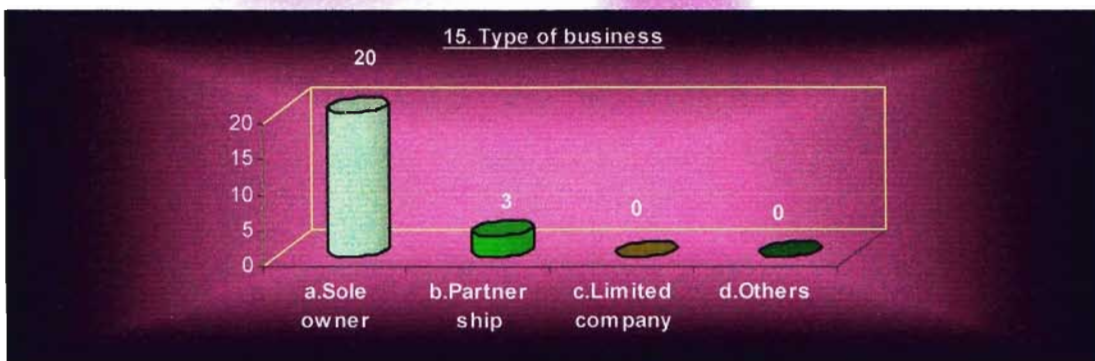
Question 14	a. Family	b. Husband	c. Family and husband	d. None
<b>Responses</b>	<b>8</b>	<b>0</b>	<b>9</b>	<b>3</b>



**Question- 15. Types of your business**

- A. Sole owner
- B. Partner ship
- C. Limited company
- D. Others

Question no 15	a. Sole owner	b. Partner ship	c. Limited company	d. Others
<b>Responses</b>	<b>20</b>	<b>3</b>	<b>0</b>	<b>0</b>



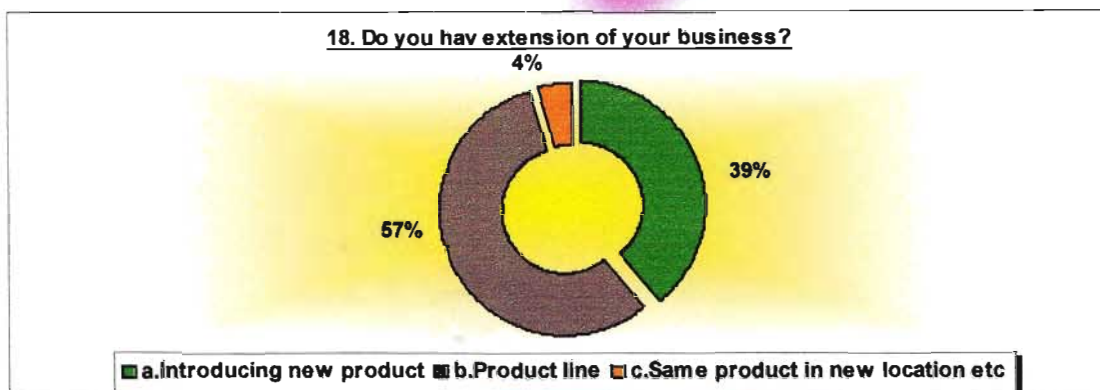




**Question- 18. Do you have extension of your business?**

- A. introduce new product
- B. product line
- C. same product in new location etc

Question 18	a. Introducing new product	b. Product line	c. Same product in new location etc
<b>Responses</b>	<b>9</b>	<b>13</b>	<b>1</b>



**Question- 19. What is the nature of service or product you are developing?**

- A. Manufacturing:
- B. Service

Question 19	Response
<b>Answer a</b>	<b>21</b>
<b>Answer b</b>	<b>2</b>

**Question- 20. You operate you business**

- A. from home
- B. Away from home

Question 20	Response
<b>Answer a</b>	<b>7</b>
<b>Answer b</b>	<b>16</b>

**Question- 22: Customer for your product/Service**

- A. Local customer
- B. International customer
- C. Both local and international customer





Question	Response
Answer a	22
Answer b	1

**Area 3- Business barrier for women entrepreneur in Dhaka**

**Question- 25. Without family support (either from parents/ Husband) no women can start any business**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 25	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	5	5	10	3

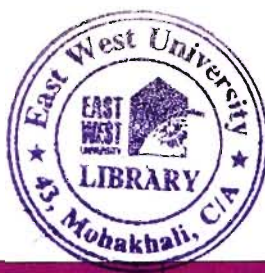
**Question- 26. Without experience it is almost difficult to start any business for women**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 26	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	2	7	12	2

**Question- 27. Major barrier to start a business, as a woman is no cooperation from the financial institution regarding loan or any from of financial service**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree



Question 27	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	4	6	10	3

**Question- 28. Most of the women business seem not to attract ambitious employees and the organization is small and confined with own community and with know clients, because women have responsibilities with their family also**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 28	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	0	8	12	3

**Question- 29. Threat of bribe/ terrorist or proper absence of social security is barrier for women entrepreneur**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 29	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	1	3	13	6

**Question- 30. Financial hardship (Difficult to manage start up capital) is the main blockade to start a business as a women ( Hint: Not get financial support form the family and friends)**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 30	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	3	5	9	6



**Question- 31. A training institute for women entrepreneur will be a great help for women to wants to start a business**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- Strongly agree

Question 31	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	2	6	15	0

**Question- 32. The most important managerial problem you face as a women entrepreneur is lack of knowledge about marketing and sales**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 32	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	4	1	0	0

**Question- 33. The most important managerial finance problem you face as a women entrepreneur is lack of knowledge about finance and accounting**

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 33	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
Response	0	3	3	13	4

**Question- 34. Official procedure (trade license, TIN certificate, Tax ,GSP from the EPB ,a access to govt information etc) are not women friendly**

- A. Strongly disagree
- B. Disagree
- C. Neutral





- D. Agree
- E. Strongly agree

Question 34	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
<b>Response</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>10</b>	<b>9</b>

**Question- 35. Women business association/ forum is a source of network, A proper and active women entrepreneur will be a great help to overcoming the business and policy related barrier for women entrepreneur**

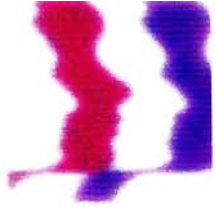
- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 35	a. Strongly disagree	b. Disagree	c. Neutral	d. Agree	e. Strongly agree
<b>Response</b>	<b>0</b>	<b>3</b>	<b>15</b>	<b>5</b>	<b>0</b>

## *Analysis:*

Here we can say 53% women started their business when they were in age of 30-39 and 64% of them were married when they started business. 12 out of 23 women have completed diploma and 9 have completed graduate though 17 fathers of these education level were graduate and 11 mothers were only HSC. In the case of father's occupation most of them were in service and mother were homemakers.

When we see the business information we can notice that 21 of out 23 did not do any kind of job before. So they haven't any professional experiences. The reason behind to start the business is mainly overcome female subordination which is supported by 11 and obtain economic and personal success which is supported by 7. Most of them were supported through their family and also husband but majority people was supported by family only. The formations of these organizations are mostly sole ownership and these are mainly manufacturing organization where they choose product line typically for the local customers to extent their business mainly.



In the part of business barrier of women entrepreneurs we can notice some factors. 10 out of 23 agreed that family support is very important to start any business 12 out of 23 agreed about the experiences issue. Most of them are dissatisfied with the financial institute as can are not getting so much help from them. Huge amount of one-sided family responsibilities are barrier for business. For the lack of social security its impossible to run the business sometimes, 13 people have agreed with that. As a woman get a financial support from family is very difficult 6 people strongly agreed with that and 9 people agreed with that. For the lack of knowledge majority faced managerial problems and financial decision problem so they agreed with the teaching institution question, which may help them to learn how to make these decision correctly. In the question of women business association or forum, most of them supported on neutral because they were daunt about the success of these kind of forum in Bangladesh.



## Conclusion:

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Government and private sector interventions have generally accelerated income generating activities of women both in the urban and rural areas with entrepreneurship development. The ways in which women are involved in this sector in the urban areas are through boutique shop and manufacturing, food and beverage, and Beauty parlor. Working as an entrepreneur may give them independency but if they would exist in long run it will become temporary employment and it does not improve their conditions or promote their advancement. Scope of trading activities for a woman is limited for many factors. Non-government organizations have equally joined hands with the government efforts for economic salvation and provided various forms of opportunities for women to help them earn their living, paving the way for greater entrepreneurship development. Women have now become aware of their socio-economic rights and have ventured to avail the opportunities initiated for them. Bangladesh is now a changed scenario for the women who have gathered courage to break barriers and enter the off house working force as entrepreneurs - a situation not appropriate for women or accepted by the society in the past. The urban areas have greater opportunities for business development but the areas where women lack assistance is in the access to credit, provision of skill training, and market facilities. FBCCI has a strong Standing Committee, for women Entrepreneurship Development. The activities of the Committee include:

- ❖ Setting up of a women Entrepreneurship Development Cell;
- ❖ Identification of women entrepreneurs of Bangladesh;
- ❖ Publication of a directory of women entrepreneurs with their addresses, forms of business, products manufactured etc.;





- ❖ Organizing entrepreneurship development training;
- ❖ Organizing convention of women entrepreneurs, discussion meetings on the problems and prospects of women entrepreneurship in Bangladesh;
- ❖ Presenting awards for successful women entrepreneurs etc.;
- ❖ Arranging market opportunities. women entrepreneurs should be provided special facilities to develop their enterprises.

These include:

- ✓ Development Banks with separate advisory service cell for women;
- ✓ Separate counters in counters in commercial banks for women;
- ✓ Arrangement of exclusive fairs to promote products manufactured by small & cottage based units;
- ✓ Fixed quota of stalls for women entrepreneurs at export fairs;
- ✓ Special market facilities both in the domestic and the international arena.

Government resources are limited. Infrastructure development and other broad sectors of economy demand and consume major share of the national development budget. It is thus sometimes said that poverty alleviation goal receives more palliatives than substance. In face of things as they stand, both the GOs and the private sector have a major responsibility to promote entrepreneurship development for women. Without that the advancement of women will remain a far cry.



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