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**ECONOMIC AND SOCIAL STATUS OF MEMBERS OF
WOMEN ENTREPRENEURSHIP PROJECT: THE CASE OF
CARE-ETHIOPIA**

BY

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY
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SCHOOL OF GRADUATE STUDIES
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THE IMPACT OF WOMEN ENTREPRENEURSHIP PROJECT
ON LOW-INCOME BUSINESSWOMEN: THE CASE OF CARE-
ETHIOPIA

BY
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DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Dr. Terefe Feyera. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted for any degree.

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ENDORSEMENT

This thesis paper is submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

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Acronyms

CARE – Cooperative for Assistance and Relief Everywhere, INC

Abbreviations

UNDP – United Nations Development Programme

MSE - Micro Scale Enterprise

NGO – Non Governmental Organization

OECD- Organization for Economic Cooperation and Development

UN – United Nations

GTP II- Growth and Transformation Plan

SME – Small and Medium Scale Enterprise

ILO – International Labour Organization

KII – Key Informant Interview

FGD – Focus Group Discussion

VSLA – Village Saving and Lending Association

MFI – Village Saving and Lending Association

ICT – Information and Communications Technology

PMBok- Project Management Body of Knowledge

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Abstract

This study assessed the economic and social status of members of women entrepreneurship project which is being implemented by CARE in three sub-cities of Addis Ababa. It identified the most effective supports in economically empowering low-income women and challenges faced by CARE when implementing the project. The population of the study is 500 and a sample of 285 women who are located in three sub-cities and five woredas were taken for the study by using systematic random sampling. In addition, a key informant interview was administered to key stakeholders and staffs of the project. A questionnaire and key informant interview guideline were prepared and used to answer the questions that were raised by the research. After data collection, the analysis was done by using descriptive and content data analysis technique. The results of the study indicates that the targeted business women have an improved economic and social status in terms of their business practices, which is reflected in improved and increased productivity, increased income, improved saving and improved business management in terms of leadership capacities and autonomy in decision making . Effective learning, engagement of men and the community, financial literacy and the village saving and lending association approach were the most effective methods in empowering low-income women. Hindrance in linking women to the formal financial institutions, less coordination and commitment among the project stakeholders and lower access to information and communications technology for market linkage were the major challenges encountered by CARE when implementing the project. Based on the findings, recommendations were forwarded to the concerned bodies.

Key words: *Economic and Social Status, Entrepreneurship project, Low-income business women, Effective supports, Challenges.*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Ethiopia's economy traditionally has been based on agriculture with coffee as the major export crop. Currently however, the government is pushing to diversify into manufacturing, textiles and energy generation. The country has attracted significant foreign investment in textiles, leather, commercial agriculture and manufacturing. Although Ethiopia's economy has grown at an annual rate of nearly 10 percent for the last seven years, a third of the population still lives below the poverty line. Poverty has declined by a total of 10 percent in the last seven years, but still Ethiopia ranked 174th out of 187 countries in the UNDP's 2011 Human Development Report.

The capital Addis Ababa, is the largest city in the country with fast population growth combined with the absence of an adequate capacity to accommodate the related demand for services, infrastructure and employment, has contributed to poverty, unemployment, and other socioeconomic problems in the city. The rapid urbanization and the insufficient capacity of the formal sector to absorb the increasing demand for employment has led a large amount of people to depend on informal economic activities. About 40% of employment in the city is estimated to be informal. Informal urban employment (self-employment or wage employment in informal enterprises) generally takes place without secure contracts, worker benefits, or social protection. The majority of the urban poor earn their income in the informal sector. The urban poor possess little human capital and almost no physical capital that can be sold or consumed at the time of a sudden dip in their earnings. Besides, they have no asset that can be used as collateral and hence lack access to credit markets. Especially women are the major ones who are affected by these circumstances. CARE believes that women and girls are the key to fighting poverty. CARE considers that women and girls, once empowered, are able to transform not only their own lives but also the lives of their family members and the community around them.

CARE works in 90 countries around the world to support over 900 poverty-fighting and development as well as emergency projects and has extensive experience in the areas of women

and girl's empowerment, business development, value chain development and private sector engagement. In Ethiopia CARE started working in 1984 in response to severe drought and famine that devastated the population and claimed the lives of nearly one million people. Since then, the organization's activities have expanded to address the root causes of poverty and vulnerability. CARE in Ethiopia now concentrates on rehabilitation and development projects.

The selected project for this study is CARE's only urban project and it has been designed to support women in setting up and developing their own business through access to skills, finance and with the creation of enabling conditions. The project also works to address the gender-related barriers women face that are related to: 1) the balance between productive and reproductive tasks and availability of time; 2) leadership qualities required to persist in the effort of developing a business and capacities to achieve profitability of the business; and 3) autonomy in decision making over production process and revenues.

To be effective, development projects must result in lasting change. Projects may meet their objectives by improving economic, health, or social conditions while they are operating, but genuine development success is achieved only through sustained change that does not depend on continued external resources provided by donor organizations. In development settings, achieving impacts that are sustained after the projects end should be part of the definition of project success. Project management requires more than just implementing activities identified in a log frame. The PMBOK Guide divides project management processes into initiating, planning, execution, controlling and closing processes. The project manager will be responsible to oversee all project components in an integrated, holistic manner, to ensure that the project meets its stated objectives and contributes to the vision of the parent organization. The components of a successful project includes such as; managing relationships with various stakeholders, managing human resources, managing financial resources, facilitating learning, managing risks and ensuring flexibility. As part of the project cycle management, monitoring and evaluation efforts assist in determining whether a project has achieved its intended outcomes. Although evaluations have traditionally been required by funders to ensure that money is well spent, the challenge remains to ensure that both project staff and the supporting population recognise the value of monitoring and evaluation and use it to improve the effectiveness and quality of their interventions.

Interventions in women entrepreneurship are supposed to be simple and therefore easy to implement, and should benefit large numbers of women. It can be scaled based on what is already known; others need adaptation to particular environments before scaling up. Growing women's economic chances aids both females and society. Recognised paybacks include better investments in children, reduced poverty for all and, perhaps most consequentially, improved ambitions for the following generation of girls and women. While these many benefits are understood, much less is known regarding the most effective development supports to empower more low-income businesswomen economically.

Thus, this study assessed the economic and social status of the 500 low-income business women that are supported under CARE Ethiopia initiative. It further identified the most effective supports in economically empowering low-income women and challenges faced by CARE when implementing the project.

1.2. Statement of the Problem

Women are subject to discrimination in labor, credit and a variety of other markets and they own less property than men. Related to that, poverty is higher in female-headed households than in the male-headed ones. In Addis Ababa as high as 39.7% of households are female-headed and 73% of these households live in poverty (Desta Solomon, 2010). For women it is often more difficult to transform their capabilities into income, as they tend to specialize in unpaid reproductive or caring labor while men specialize in paid productive activities. Women on top of that, because of their reproductive tasks, are relatively time-poor and much of their work is socially unrecognized since it is not paid for. They tend to be concentrated in informal labor activities such as home working, as these activities allow them to combine paid work with unpaid reproductive labor. And even when they do paid work, the return is lower than the return to men's labor, while the job is often part-time and insecure. On top of that, women often have less command within the household over income and assets. In addition to that, women face the fact that they typically have lower levels of education, less access, ownership and control of productive assets, and different social networks

than men, leading to lower economic productivity and a weaker bargaining position in the household. Women's power in the household is often as limited as their time.

There has been significant growth in support for women's entrepreneurship development in Ethiopia. Promotion of women's entrepreneurship development constitutes a key strategy for private sector development, poverty reduction and women's economic empowerment. International non-governmental organizations spend huge amounts of funds to curv the problem that low-income business women face in setting and expanding profitable businesses. Compared to the amount of money spent and the effort exerted, the result attributed from interventions is very minimum. Still a number of women exist in the informal sector with unsustainable businesses and minimum earnings. Besides, credible evidences on the effectiveness of women entrepreneurship project in Ethiopia specifically in urban settings on low-income businesswomen is minimal.

CARE Ethiopia is implementing a project in empowering women entrepreneurs from low-income urban communities in Addis Ababa to reach their full potential. The project supports low-income women in developing business opportunities to generate income, build confidence and enhance self-esteem. The project has been implemented for three years and now it's near to the ending period. Due to limited resources from other similar projects in the urban settings and lack of strong on-going monitoring mechanisms in tracking lessons, CARE is in short hand of evidences that are enough to scale the intervention in other urban settings with reaching more low-income businesswomen. In the other way, while there is a growing body of rigorous evidence about what works to empower women economically, there is little evidence on benefits, impacts, and even less evidence about the sustainability of interventions. Therefore, the study intended to fill the mentioned gaps by assessing the economic and social status of the targeted low income business women and best practices that are resulted from the intervention on the selected group of beneficiaries.

1.3. Research Questions

In light of the above mentioned points, the study tried to answer the following questions.

- ⊖ What are the economic and social status of the targeted business women that are supported by CARE entrepreneurship project?
- ⊖ What were the most effective supports in economically empowering the targeted low-income businesswomen?
- ⊖ What were the main challenges CARE faced in implementing the project?

1.4. Objective of the Study

In this section both the general and specific objectives of the study are addressed.

1.4.1. General objective

Generally, the study is designed to assess the economic and social status of the low-income business women that are targeted by CARE Ethiopia women entrepreneurship project in Lideta, Kirkos and Arada sub cities of Addis Ababa.

1.4.2. Specific objectives

Specifically, it intended to assess:

- ⊖ The economic and social status of the targeted low-income women.
- ⊖ The most effective supports in economically empowering the targeted low-income businesswomen.
- ⊖ The challenges faced by CARE in implementing the project.

1.5. Significance of the Study

The findings from the study will be beneficial to different entities including:

CARE Ethiopia: The organization is well known for running huge programs in the areas of sexual, reproductive and maternal health; humanitarian assistance; food and nutrition security and climate

change resilience; water and sanitation and women economic empowerment focused in rural parts of the country. The selected project for this study is CARE's one and only intervention in the urban settings. CARE sees this project as a pilot and is very much keen towards finding the lessons to scale the endeavour with the aim of reaching more low-income businesswomen in the coming few years. Thus, the findings from the study will be used by CARE as an input in scaling the intervention at a wider level and also expanding the project at the program level. Besides, the organization can use the inputs from the findings in disseminating learning towards empowering low-income businesswomen through women entrepreneurship intervention not only to the NGO world but also to different layers of the society.

Academics/Researchers: Findings from this study will assist academicians in increasing their understanding when it comes to women entrepreneurship intervention along. It will further assist in being an input to different researches revolving around women entrepreneurship interventions.

1.6. Definition of Terms and Concepts

Low-income: a person or an individual who's earning is very minimum.

Businesswomen: women who are engaged in any kind of business initiative.

Entrepreneurship: The capacity and willingness to develop organize and manage a business venture along with any of its risks in order to make a profit.

Project: Planned set of interrelated tasks to be executed over a fixed period and within certain cost and other limitations.

Intervention: In this research, the word intervention is used interchangeably with the word project. Intervention is an organized attempt by an institution to solve a societal problem including poverty and its related impacts.

1.7. Scope and Limitation of the Study

1.7.1. Scope of the Study

The study is conducted in three sub-cities of Addis Ababa namely, Lideta (Woreda 5 and 7), Kirkos (Woreda 9 and 10) and Arada (Woreda 5 and 10). CARE has chosen to interfere in the areas due to the significant number of low-income businesswomen compared to the other parts of the city. The total population of the study is 500.

1.7.2. Limitation of the Study

Due to the demarcated intervention areas by CARE, the researcher was forced or limited to work on the selected sub-cities and Woredas which then limited the areas whereby the conclusions from the findings confined with. In addition, the study only assessed the economic and social status of the targeted low-income business women. This is to mean that other accounts of status including their political status were not considered for this study. Moreover, the study has not seen the economic and social status of the indirect beneficiaries.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Introduction

It is an established fact that more and more women are seeking economic opportunity and self-determination through enterprise creation. The growth of women's entrepreneurship is frequently cited on an anecdotal basis, and is increasingly covered and commented upon in the business circles and media. By most accounts, looking at a variety of surveys and statistical sources, it appears that between one-quarter and one-third of the formal sector businesses worldwide are owned and operated by women; the share of informal enterprises owned by women is even greater. Many studies have found that women entrepreneurs in developing countries have to face difficulties in assessing and competing in local market. Thus, the challenge in this century is to work towards the economic, social and political development, many question emerge about women's development in entrepreneurial contexts.

These questions were also adopted by the 2000 OECD conference on women entrepreneurs in small and medium enterprise (OECD. 2000), which focused on improving knowledge about female entrepreneurship and its obstacles, fostering entrepreneurial culture and developing women-owned businesses. Taken together, it seems important to work towards: enhancing women's access to and control over productive endowment , increasing the productivity of women's labor and productive resources through expanding their access to extension services, credit, education, information and training and influencing the process of knowledge creation, and by increasing women's return to their labor and produce through expanding their access to commodity and labor markets and their ability to effectively bargain in the market place. Thus, the effort should be given to strengthen the capacities to claim their due share of resources and power within families and communities, the market place and government organization. This chapter briefly discuss the theoretical and empirical framework from which the problem aroused.

2.2. Conceptual Clarity on Project Management and the Conceptualization of Poverty in Projects

Projects come in all sizes and shapes, but across this spectrum is a common model and each is a unique endeavour with sponsor-defined objectives, a desired start and finish date, and a set of resource constraints (humans, dollars, facilities, etc.). Current conceptualisations under projects of poverty suggest that the choices of the past debate on poverty are still too narrow (Ahl, Helene 2006). In brief, a sustainable Livelihoods approach is an analytical device for coming to grips with the complexity of livelihoods and understanding where the most appropriate entry points and sequences of intervention might lie. The central proposition is that the poor are not helpless recipients of assistance, but have a number of capital assets at their disposal, on which they can draw in order to pursue a portfolio of livelihood strategies which meet multiple poverty-reducing objectives, including more income, stronger voice and reduced vulnerability. These capital assets include natural (e.g. natural resources), physical (e.g. roads), financial, human (i.e. skills and capabilities), social (i.e. mainly informal support networks), and political.

The objectives they pursue and the assets they draw upon (and in some cases, subsequently replenish) are selected partly through their own choice, but partly also through pressure of circumstances – they may be constrained by a particular household event, such as sickness or a funeral, for instance, or by more general conditions such as drought or flooding. Their choices are also influenced by the structures and processes (such as the roles of government or of the private sector; laws, cultural factors or social conventions) which people face. In aggregate, these conditions determine their access to assets and livelihood opportunities, and the way in which assets can be converted into outcomes.

In operational terms, livelihoods approaches place the poor at the centre of analysis, and draw on the insights obtainable from different sectors and disciplines to identify entry points and sequences (Anna, Chandler, Jansen, & Mero, 2000). They aim to stand above specific disciplinary or sectorial interests. In these ways, the process which livelihoods approaches offer of drawing specialists together to focus jointly on a single issue – how to address poverty – is as important as the product in terms of more appropriate interventions. It also offers away of choosing indicators for

monitoring this process, and provides an alternative to the tendency (most notably shown in Ethiopia) to use the complexity of the process as a justification for not assessing progress in achieving policy objectives. The livelihoods approach particularly lends itself to: building capacity and shared visions within teams; relating these visions to those of other key stakeholders, including street level bureaucracies, Community Based Organisations (CBOs) and of course the poor themselves (i.e. developing a common narrative); and helping to prioritise interventions in ways which are integrated, yet selectively sequenced; in this way they take us beyond the “start everywhere at once” philosophy of Integrated Rural Development Programmes, but at the same time, lend themselves to the open agenda of the programmes. In Rights-Based Approaches, rights are defined as “claims that have been legitimised by social structures and norms”. They include civil and political rights (e.g., freedom of speech and of assembly; rights of women and children), and economic and social rights (e.g., rights to health, education, shelter, land and a livelihood). In idealised interpretations, rights are universal (i.e., they apply to everyone) and are indivisible (i.e., no one set of rights takes precedence over others) (Anna et al., 2000).

In practice, those pursuing Right Based Approaches tend to extract basic principles from human rights thinking such as social inclusion, participation and the fulfilment of obligations and apply them to institutional development (Anna et al., 2000).

One principal concern is how “modern” rights might be defined, distributed across social groups, contested and implemented in relation to traditional rights; another is how far the state is prepared to protect and defend rights, especially those of poorer groups. For development agencies, the concern is not just with what rights people should be entitled to, but also with understanding whether people can claim the rights to which they are entitled, who might be preventing such claims and why, and how the capacity of groups to claim entitlements can be enhanced. The runners of the approach give examples of the types of action that can strengthen people’s ability to claim their rights, and sets out some of the strengths and weaknesses of livelihoods and Rights-Based Approaches.

2.3. Theoretical Overview of Entrepreneurship?

It is important to start off with a discussion on the definition of entrepreneurship to ascertain what we mean by this concept. Singh and Belwal (2008: 1) quoted in Desai (1999) to describe the roots of the word entrepreneur. They state “The word entrepreneur is derived from the French verb *entreprendre* that means to undertake”. We can define an entrepreneur as “.....One who undertakes a commercial enterprise and who is an organisational creator and innovator” (Gartner, 1990; Gartner, 2004) quoted in Mordi (2010: 1).

Singh and Belwal (2008: 2) quoted in Donnelly (1990) to describe the motivations and operations performed in order to establish the definition of entrepreneur. They stress “...An entrepreneur is an individual who propelled by an idea, personal goals, and ambition, brings together the financial capital, people, equipment, and facilities to establish and manage a business enterprise”. While defining entrepreneur, some writers have employed economic indicators like growth and profit, or incorporated entrepreneurship as an effective tool in reducing poverty. In any activity, we cannot eliminate the characteristics of human behaviour. Mordi (2010: 3) quoted in Winn (2005) to establish a definition on such characteristics “...One who prospects for or exploits opportunities and who has a tenacity to face challenges”. Although entrepreneurship is usually regarded as an activity, some definitions concentrate more on its operational and functional characteristics. Roomi and Harrison (2010: 3) quoted in Stevenson (1983: 1) to state that entrepreneurship is “the pursuit of opportunity without regard to the resources currently controlled”.

“Entrepreneurship concerns the environment conditioning opportunity, the process of discovering opportunity, the evaluation and exploitation of opportunity, and the individual decision-makers who do these things”. Some authors mention that entrepreneurial behaviour is visionary, with its concern being the exploitation of possessions in a more refined manner. Hampton (2011: 2) quoted in Timmons (2009) to state “Entrepreneurial behaviour is about utilising resources beyond the immediate scope of the entrepreneur and his or her venture...” As can be seen, entrepreneurship can be (and has been) studied from various different angles, hence creating divergent yet complementary views of the phenomenon – leading to a better appreciation of the complexities involved in it.

2.4. An Empirical Overview of Women Entrepreneurship Interventions and Their Impacts

There is one gender-specific definition the authors came across that specifically appealed to them due to its emphasis on female entrepreneurship. “Female entrepreneurs are defined as those who use their knowledge and resources to develop or create new business opportunities, who are actively involved in managing their businesses, and own at least 50 per cent of the business and have been in operation for longer than a year” (Moore and Buttner, 1997 quoted in Farr-Wharton and Brunetto, 2009: 2).

Capacity building refers to action to create reform or support activities that facilitates sharing of experiences, knowledge and strategies and such sharing of actions demands and create networks. The capacity building efforts facilitate conscious rising and serve as site for interaction among women, thereby connecting women across spatial boundaries of home and the village. It is an alternative approach to appraising the success of development interventions. Challenges to women entrepreneurs cover a wide spectrum, including level of education; inter role conflicts emanating from greater parenting responsibilities, a dearth of financial assistance and socio-cultural constraints (Ghosh & Cheruvalath, 2007:22). Although men and women both experience personal problems women recorded more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds (Bridge, O’Neill & Cromie, 2003).

It is widely acknowledged that women have access to fewer resources than men. Thus the challenge in this century is to work towards the economic, social and political development, many question emerge about women’s development in entrepreneurial contexts. Capacity building is very important for women entrepreneur because: the issue of capacity is critical and the scale of need is enormous, but appreciation of the problem is low: the link between needs and supply is weak; there is a lack of realistic funding; there is need for support for change; training institutions are isolated; communications are poor; development of teaching materials is inefficient and alternative ways of capacity building are not adequately recognized (Lafontaine, 2000: 39. Appropriate intervention for capacity building can be devised only if some initial insight has been gained into the general opportunities and constraints that woman entrepreneurs typically face.

In recent years, the concept of capacity development has received unprecedented attention as a critical goal of international development policy. Though often vaguely defined and suggesting different people, the term capacity development has been widely used and accepted by many development professionals as a way to describe some of the critical roadblocks to reaching the millennium development goals and stimulating sustainable growth in the developing worlds. “Capacity Building” is included in the programs of most international organizations that work in development, the World Bank (World Bank), The United Nations (UN) and non-governmental organizations (NGOs) like Oxfam International. In the UNDP’s 2008–2013 “strategic plan for development” capacity building is the “organization’s core contribution to development.” The UNDP promotes a capacity building approach to development in the 166 countries it is active in. Capacity building is a wide range of different and innovative approaches that enables individual, organization, institutions and societies to perform well in what they want to achieve (ILO. 2008). And capacity building as a development paradigm is found in almost in many countries like in Ethiopia, Bangladesh, Germany, Zimbabwe, Uganda, Kenya, Tanzania, Ghana, Indonesia, India, Vietnam, etc (ILO. 2008).

A national survey conducted by the Ethiopian Welfare Monitoring Unit as cited in Eshetu and Zeleke (2008) shows that women entrepreneurs in Ethiopia are not provided with adequate policy related and strategic support from the national government, and that the promotion of vibrant SMEs should be one of the most important priority strategies for empowering women, addressing abject poverty and unemployment in Ethiopia. Businesses and enterprises operated by women contribute for economic dynamism, diversification, productivity, competition, innovation and economic empowerment of the poorest of the poor. Historically, there has been a well-established tradition of women being involved in small businesses and enterprises.

However, it is only recently that women’s entrepreneurship has gained the attention of economic planners and policy makers particularly in developing countries in Ethiopia. Although the national government has come to acknowledge that supporting enterprises operated by women promotes gender equality and economic empowerment, the majority of enterprises operated by women face difficulty in terms of access to finance, resources, business skills and institutional support from the national government Ethiopian Ministry of Trade and Industry of Ethiopia (2003); National Bank

of Ethiopia (2002); Negash & Kenea, (2003). The studies stressed that SMEs owned or operated by women in Ethiopia survive against tremendous odds of failure. Eshetu and Zeleke (2008), ILO (2003) also identified that the following are the main challenges that women entrepreneurs in Ethiopia face in a sequential order from very severe to least important.

Difficulties in obtaining loan from commercial banks and failure of business or bankruptcy are among the main challenges that women entrepreneurs in Ethiopia face. Following that the entrepreneurs face, challenges of failed to convert profit back into investment and they have shortage of technical skills. In addition to these, their poor skill of management and low level of education are taken as the main obstacles that Ethiopian women entrepreneurs face. Furthermore, ILO (2003) found that lack of suitable location or sales outlet; stiff competition; low purchasing power of the local population; lack of marketing knowhow; seasonal nature of the business; lack of market information; inadequate infrastructure; shortage of time (due to multiple tasks); shortage of raw materials; Shortage of working capital are constraints of women entrepreneurs in Ethiopia.

A study conducted by ILO (2008) in Ethiopia, the United Republic of Tanzania and Zambia identified that, women entrepreneurs do not have the same access to networks as men; women entrepreneurs have difficulties accessing premises due to, among other things, a lack of property and inheritance rights; women's lack of access to titled assets that can be offered as collateral for loans adversely affects the growth of their enterprises; women entrepreneurs lack access to formal finance and rely on loans from family and community; women entrepreneurs tend to be grouped in particular sectors, particularly food processing and textiles; business development service providers do not give adequate time or effort to target women entrepreneurs – they do not offer flexible arrangements in respect of the timing and location of service delivery; Women often experience harassment in registering and operating their enterprises.

The issue of poverty particularly affecting women from economically and socially marginalized group and the second the broader issue of human rights violation affecting all groups of women are the two major problems seemed to confront women in the context of the globalization of the economy. Thus the challenge in this century is to work towards the economic, social and political development. Many questions emerge about women's development in entrepreneurial contexts.

Some of them relate to women transforming small business leadership in ways that may challenge traditional understandings of work, learning, career, and success and other related issues. These issues were also adopted by the 2000 OECD conference on women entrepreneurs in small and medium enterprise (OECD. 2000), which focused on improving knowledge about female entrepreneurship and its obstacles, fostering entrepreneurial culture and developing women-owned businesses. The assumption is not that women do not have any capacity and that it therefore needs to be 'built' from scratch. Rather, women learn each day through the very process of struggling for survival, security and autonomy. Studies with larger sample in the developed and the developing context exploring the major role of capacity building in general and for women entrepreneurs provide contents of the studies with a new approach would provide clarity on certain issues concerning capacity building.

The literature review provided a significant input to the study with an overview of the ideas, theories, and significant literature currently published on the selected topic.

CHAPTER THREE

3. RESEARCH DESIGN METHODOLOGY

In this chapter the research design, the data gathering methods and tools; sampling and sampling procedures and the methods of data analysis are discussed as follows.

3.1. Design of the Study

The study adopted descriptive research design. In this study, the descriptive method used to describe various aspects of the phenomenon due to the fact that the study demanded descriptions, explanations and validations of the research findings.

In terms of approach, the study deployed both qualitative and quantitative method. By mixing both quantitative and qualitative research and data, the researcher gained in breadth and depth of understanding and corroboration, while offsetting the weaknesses inherent to using each approach by itself. Triangulation allowed to identify aspects of a phenomenon more accurately by approaching it from different vantage points using different methods and techniques. The quantitative method helped to provide facts and figures whereas the qualitative method helped to acquire broader perceptions, opinion and understanding of individuals which leads to a more comprehensive analysis and drawing conclusion.

3.2. Population, Sample and Sampling Techniques

The target population of this study comprised 500 beneficiaries of the project that are located in three sub-cities of Addis Ababa. In this study, a systematic random sampling and purposive sampling techniques were applied. The systematic random sampling technique was used for the quantitative part whereas purposive sampling was applied for the qualitative specifically for the Key Informant Interview (KII). The systematic sampling technique was utilized in which each piece of data is chosen at a fixed interval for inclusion in the sample. The researcher chosen every second person from a list of the populaition.

The identified sample size is 285 where confidence level is 95% or expected error is only 5%. On top of that KII was administered from CARE staff members and relevant project stakeholders i.e. from micro and small scale enterprise development offices, MFIs, women and youth affairs offices in respective woredas and sub-cities.

3.3. Data Sources, Gathering Instruments and Procedures

Both primary and secondary sources of data were used for the study. The secondary data was gathered from different reports, bulletins, websites and literatures that are relevant to the theme of the study. The primary sources of data were the project targeted women entrepreneurs, representatives from CARE staff members, micro and small scale enterprise development offices, MFIs, women and youth affairs offices in respective woredas and sub-cities. The data was collected by using questionnaire and KII guideline. Initially the questionnaire was prepared in English language but by taking in to account the respondents educational background and to increase more clarity, the questionnaire was translated into Amharic and then distributed to the sample respondents. Other relevant format was used to gather required secondary data pertinent to support the significance and credibility of the information.

3.4. Methods of Data Analysis

The data were analyzed by using descriptive and content data analysis. The Statistical Package for Social Science (SPSS) Version 20 was used to perform data entry, analysis and to create tables and graphs. The SPSS was helpful for handling large amounts of data and to perform all the needed analyses. Different level of measurement were utilized to generate the needed output.

3.5. Ethical Considerations

All the research participants included in this study were appropriately informed about the purpose of the research and their willingness and consent was secured before the commencement of distributing questionnaire and asking the KII questions. Regarding the right to privacy of the respondents, the study maintained the confidentiality of the identity of each participant. In all cases, names are kept confidential thus collective names like ‘respondents’ were used.

4. CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

This chapter presents the data analysis and interpretation part of the study. Of the totally distributed questionnaires (285), 208 were properly filled and collected. Since this is adequate enough to make the analysis, all of the discussions below are made on these groups of respondents.

4.1. Characteristics of the Respondents

The study was conducted in six woredas in the three Sub-Cities of Addis Ababa Administration. The woredas are Woreda10 & 05 in Arada, Woreda 10 & 09 in Kirkos and Woreda 07 & 05 in Lideta Sub-Cities. Total of 208 small scale entrepreneur women were participated. The Average of the businesswomen who participated as respondents in each woredas is 35 where a person with age of 18 is the youngest and 61 is the oldest. With regard to their marital status, 55.8% are married, 15.9% single, 14.4% widow and 29% are divorced. As per the study, 92(44.2%) of the respondents are household heads whereas 55.8% respondents are from the male headed households. This study didn't consider the relationships in between age, marital status, and being household head of those respondent women with their business operation however it has been captured to give their brief profile to the respective readers.

4.1.1. The economic and social status of the targeted business women

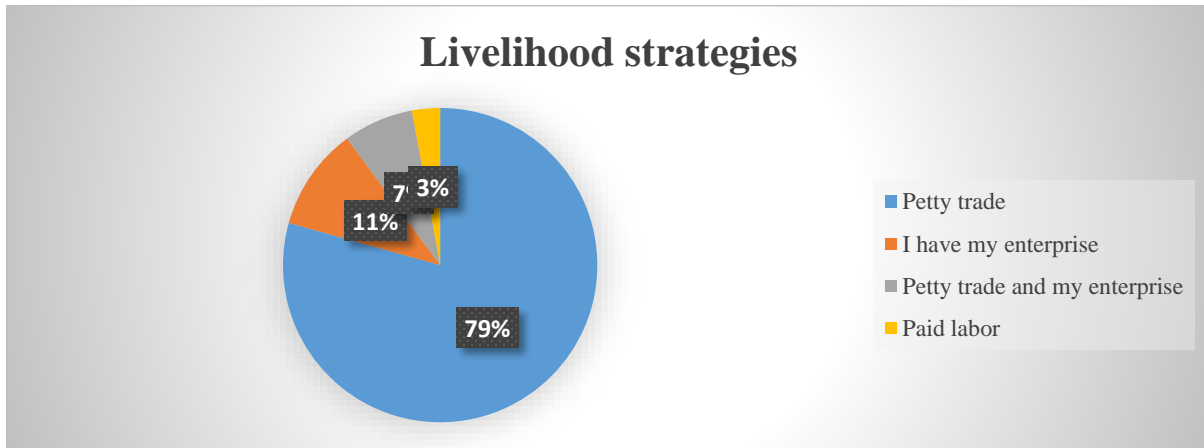
The following section presents the economic and social status of the targeted business women that are supported under CARE women entrepreneurship project.

4.1.1.1. Women access to income and control over their income

Livelihood Strategies: Petty trade is a predominant livelihood activity that accounts for 79% of the available livelihood strategies for the respondents in particular. According to the finding, petty trade encompasses retailing of vegetables, herbs, processed foods (bread/ambasha, enjera, pepper powered, spices, kolo, tea and coffee) and other consumable goods. Formal enterprise activities accounted 11% of the livelihood strategies for the sample, includes small scale dairy farm, beauty salon, selling of cloths at open markets, processed food items, beverages and bottled water,

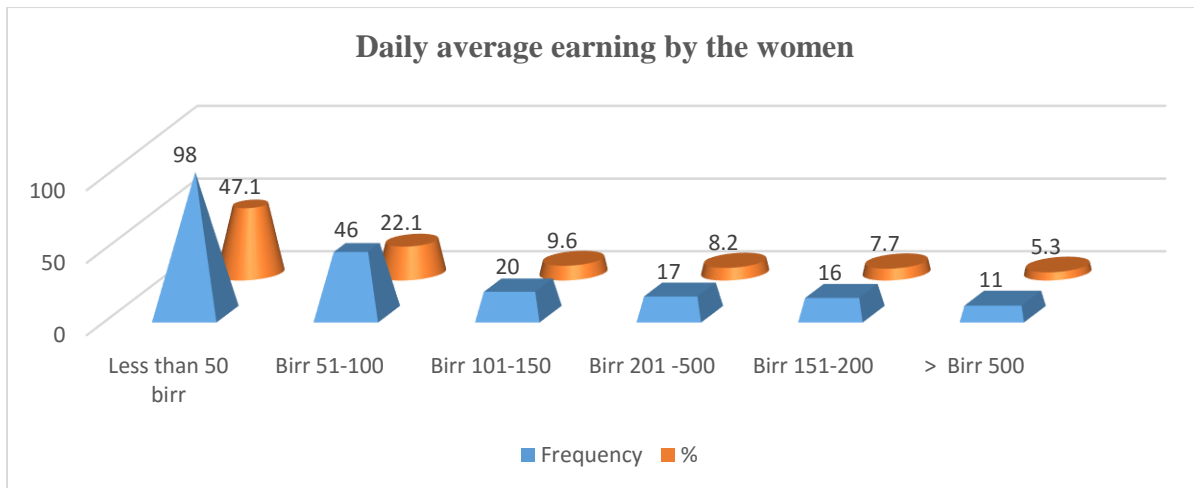
restaurant and cafe services. See the below chart which presents the proportion of livelihood strategies.

Figure: 4.1 Livelihood Strategies



Daily Average Earning: According to the finding, 47.1% of the respondents earn less than or equal to an average revenue of Br. 50 per day whereas only 5.5% of the respondent earn a revenue greater than Br. 500 per day. On average, the beneficiaries had annual income of birr 3600 at the time of the baseline survey and all of the targets earning was under an average revenue of birr 50 which was earned inconsistently.

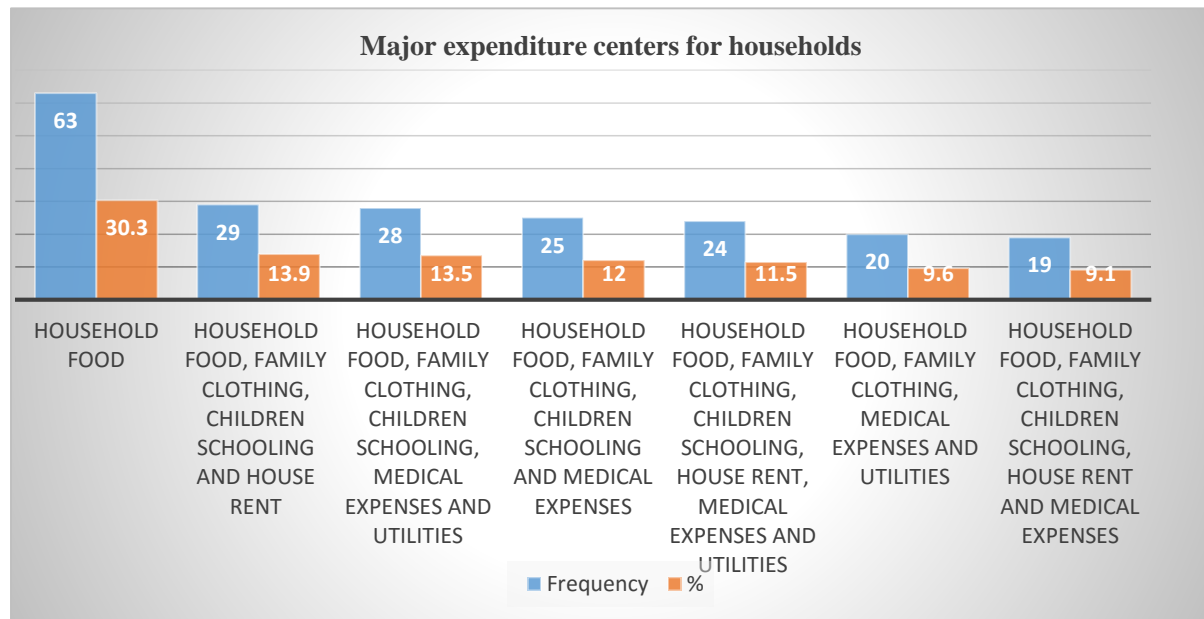
Figure 4.2: Daily Average Earning



Major Household Expenditure: The finding revealed that every individuals that participated in the study have a closely related expenditure centers. Out of their common expenditures , household food alone accounts 30.3% of the expences. Some few reported that they pay monthly electricity bills, mortgage, house rent and children schooling. As household food is the major expense, combination of bills, medical expenses and houserent together accounts 9.1%. In this session, respondents were asked about expenditures in different dimension, but the responses on one or another way revealed that major part of their daily earning goes to purchase of household food and minimal amount is being left for savings and future investment if any.

See the below graphic presentation of major expenses.

Figure 4.3: Major Expenditure Centres for Households

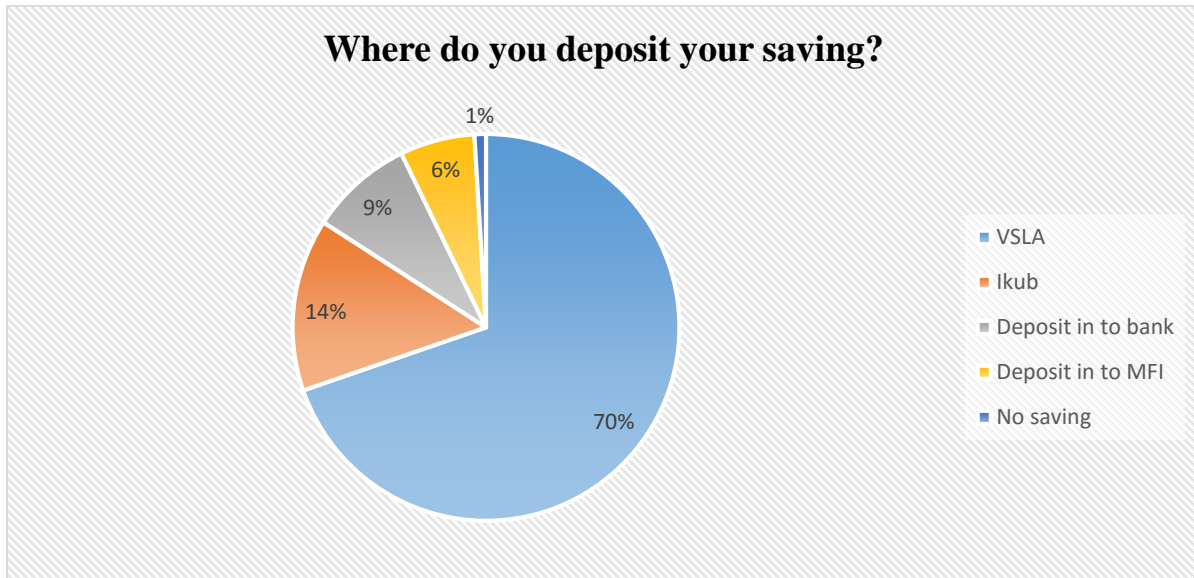


Savings, Deposits and Non-cash assets

The finding revealed that, due to the project intervention, 99% of respondents are able to save from their daily earnings. All of the respondents didn't disclose the amount of deposited money but they responded places where they deposit their savings. As per the response, 70% deposit their savings at VSLA and which is followed by Ikub, 14%. However, it is indicated that small number of the respondents deposit at bank and MFI which accounts 9% and 6% respectively. The finding showed

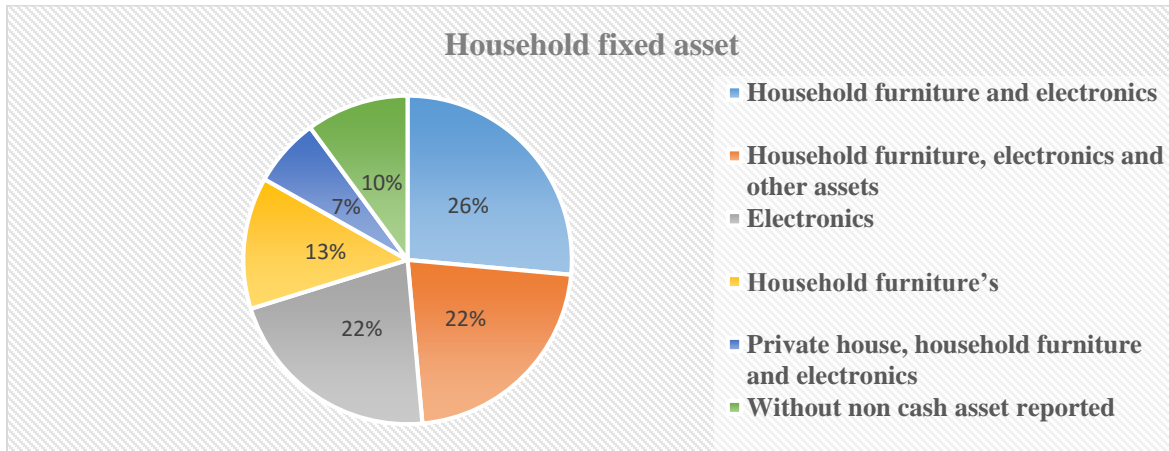
that member's access to formal financial institutions for better saving and loan is very minimal. See the below pie chart which displays the % regarding places where they deposit their savings.

Figure 4.4: Places for Depositing Savings



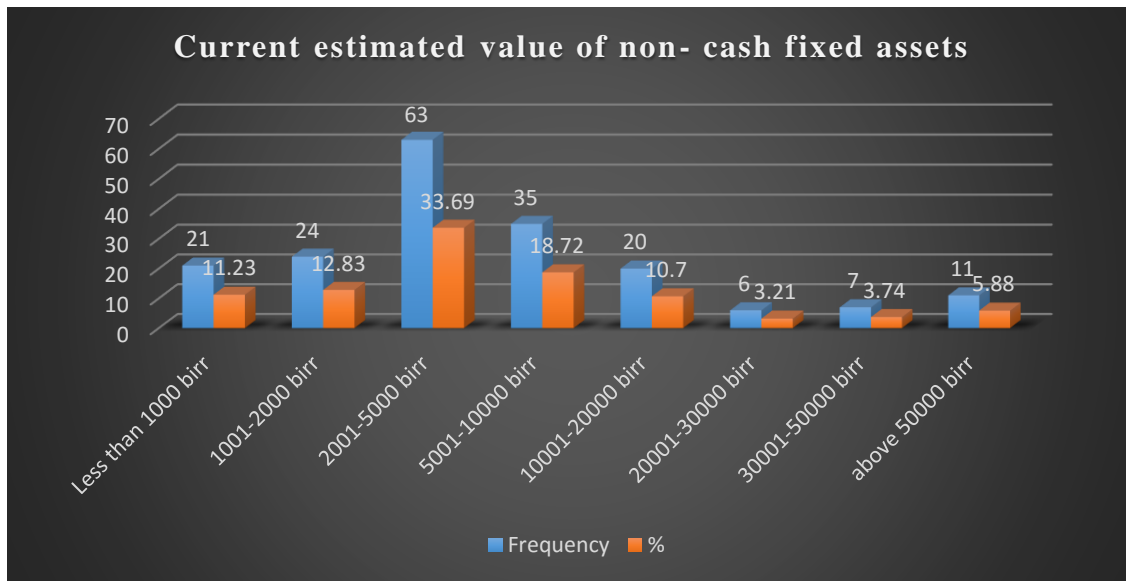
Non-Cash Asset/Properties: Apart from cash assets and major expenses, issue of none-cash asset was brought to the discussion and accordingly, private house, household furniture's, electronics, refrigerator, family bread baking machine and other small machines that help to chop onion, grinding spices were stated as common ones. Respondents stated that, types of fixed assets owned by household is directly related to the types of livelihood activity in which the targeted beneficiary depend on. As per the questionnaire, 26% of respondents have household furniture's whereas 10% don't have non-cash asset at all which was 65% at the time of the baseline survey. On the other hand, 7% have private house, furniture's and electronics. The finding revealed that due to the project intervention, 55% of the targets are able to acquire different household fixed assets. See the below pie chart about the household fixed assets.

Figure 4.5: Household Fixed Asset



After listing those properties and its ownership, respondents expressed value of the properties in cash on its historical cost; they reported the historical price that paid for the asset during purchase. As per the survey, 34% of the respondents have non- cash asset/properties with the value of Birr 3001-5000 whereas 6% of the respondents have properties worth above ETB 50,000. However, 11% of the respondents have properties with the value of less than ETB 1000. See the below graphic presentation about non-cash assets.

Figure 4.6: Current Estimated Value of Non-Cash Fixed Assets



The cash value of fixed assets are statistically analyzed and generated the below tabulated value;

Table 4.1: Estimated Value of Non-Cash Assets

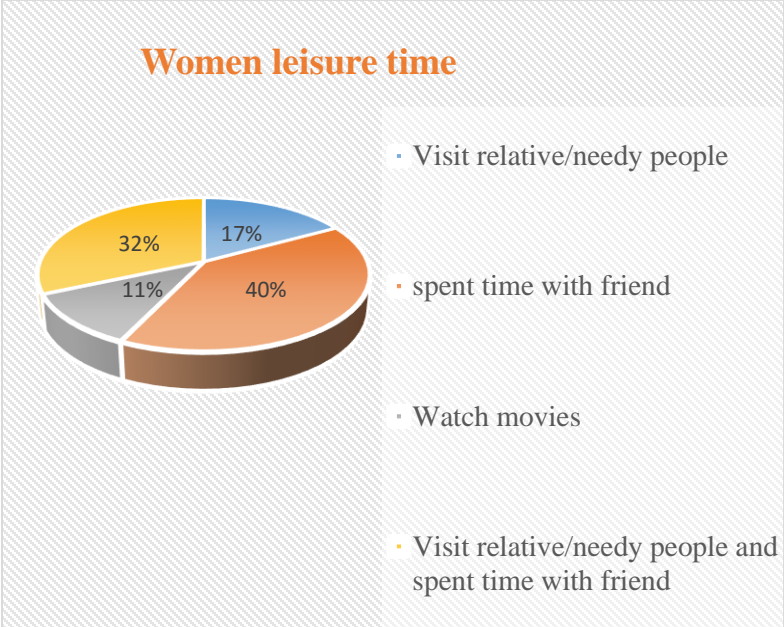
<i>Estimated Value of Non-Cash Assets</i>	
<i>Mean</i>	10,191
<i>Median</i>	4,000
<i>Mode</i>	2,400
<i>Minimum</i>	300
<i>Maximum</i>	95,700

4.1.1.2. Balance between Women Productive Task and Leisure

In this study, leisure time refers to time in which women take rest or being engaged in neither of the three gender role of women (productive, reproductive and community managing). Accordingly, this section presents responses from participant of the questionnaire.

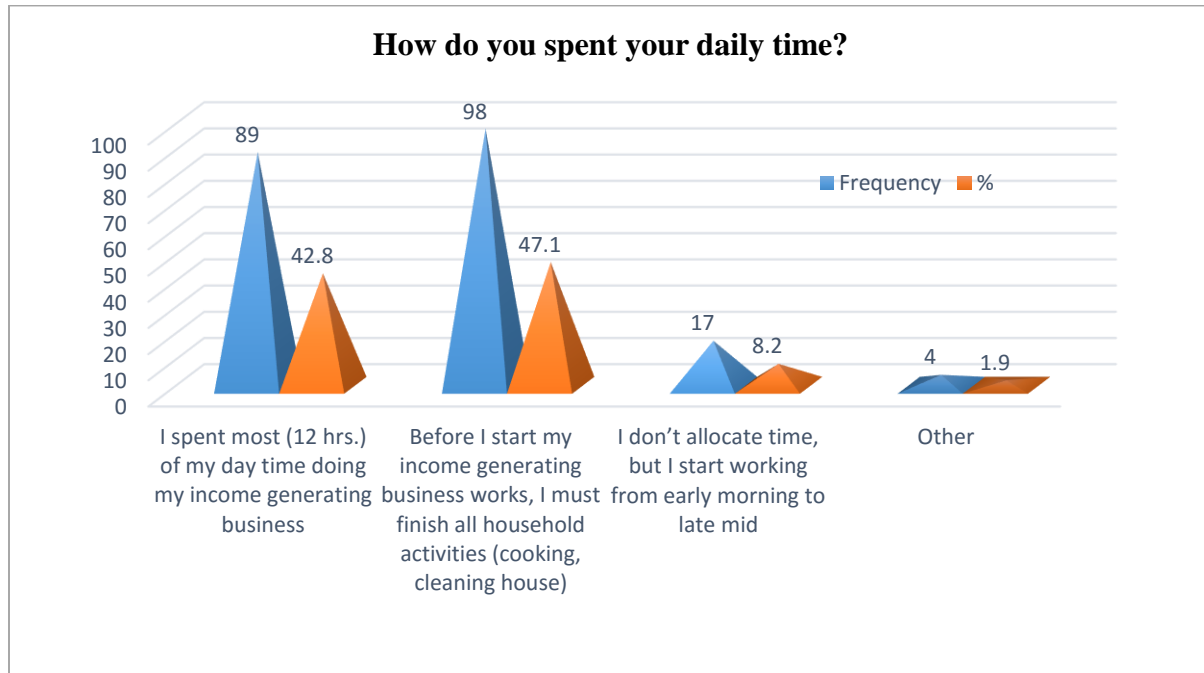
As presented in the pie chart, leisure time according to respondents include the time that women spent on visiting relatives/needy people, spent with friends and combinations of all such duties. According to the description by women, 40% of their leisure time is spent on duties of visiting relatives/needy people and staying with friends this value is followed by 32% of the reported leisure which is spent with friends.

Figure 4.7: Women Leisure Time



All women who participated in this study agree that both the household chores and small business/trade works consumes 18 hours in each day. From the 18 hours, greater portion is being spent for business activities/income generating activities. As presented in the below chart, most of the daily time being spent on their usual tasks with the reported value of 47% on household chores followed by 42% the second largest portion their time spent on income generating activities.

Figure 4.8: Women Daily Time



This is to mean that women spent most of their daily times on household chores and income generating activities to support their household livelihood. During public/religious holidays, they engage in the community managing activities and which they consider as their leisure time.

4.1.1.3. Access and Control over Productive Resources (Income Generating Activities)

The access and control over productive resources in this section gives emphasis to the resources owned by the women to undertake business activities.

Type of business entity: As per the interview findings, individual business accounts for 84% whereas 15% is group based business type. In the baseline survey, individual businesses accounts for 34% and group based for 6%. This is to mean that the project contributed for the creation of new businesses which accounts for 59%.

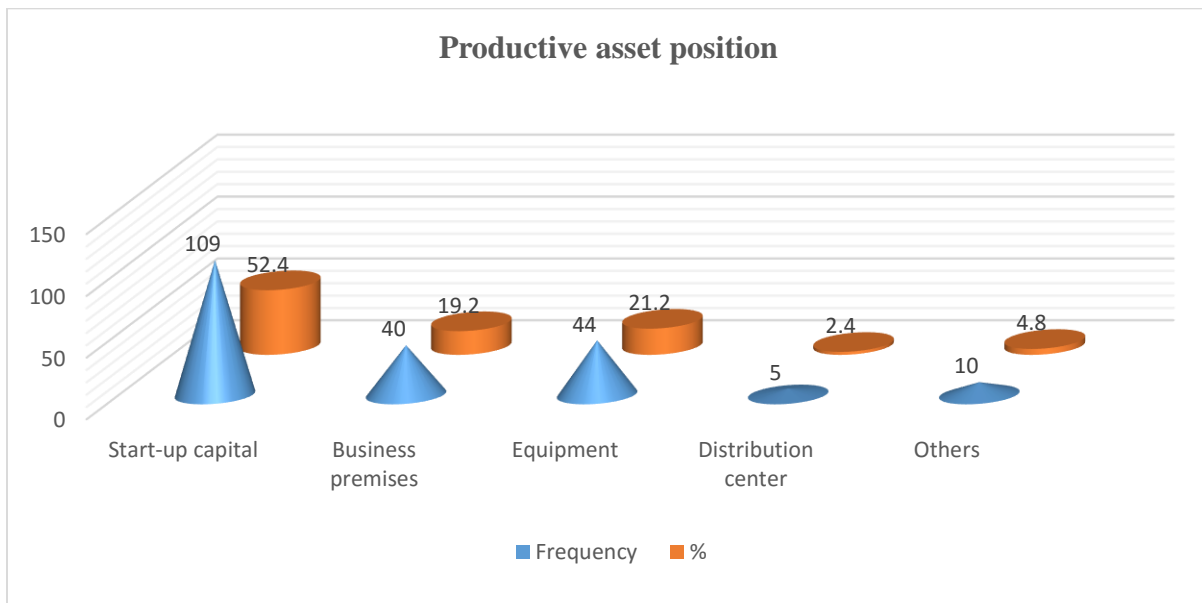
Table 4.2: Business Type

<i>Business type</i>	<i>Frequency</i>	<i>%</i>
<i>Individual business</i>	175	84.1
<i>Group business</i>	33	15.9
<i>Total</i>	208	100.0

Ownership of the Productive Assets

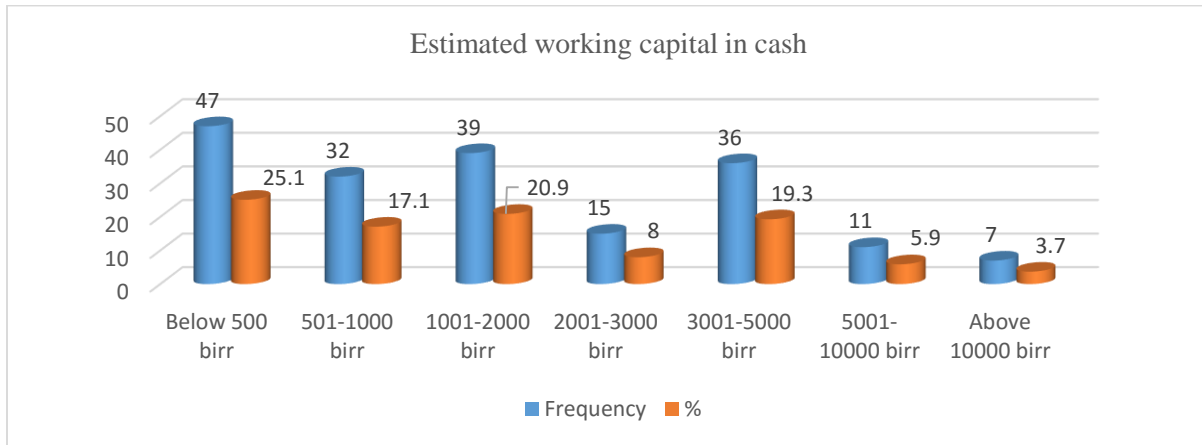
According to the survey result presented in the below graph, the major productive asset is their startup capital which accounted 52% and followed by 21% value labeled for various equipment’s that they use for processing and production of marketable commodities for their business.

Figure 4.9: Productive Asset Position



A start-up capital value below birr 500 is 25%, from birr 1001 to 2000 is 20.9%, birr 3001-5000 is 19% and birr 501-1000 17%. Out of the respondents, only 3.7% of the women own a start-up capital greater than birr 10,000.

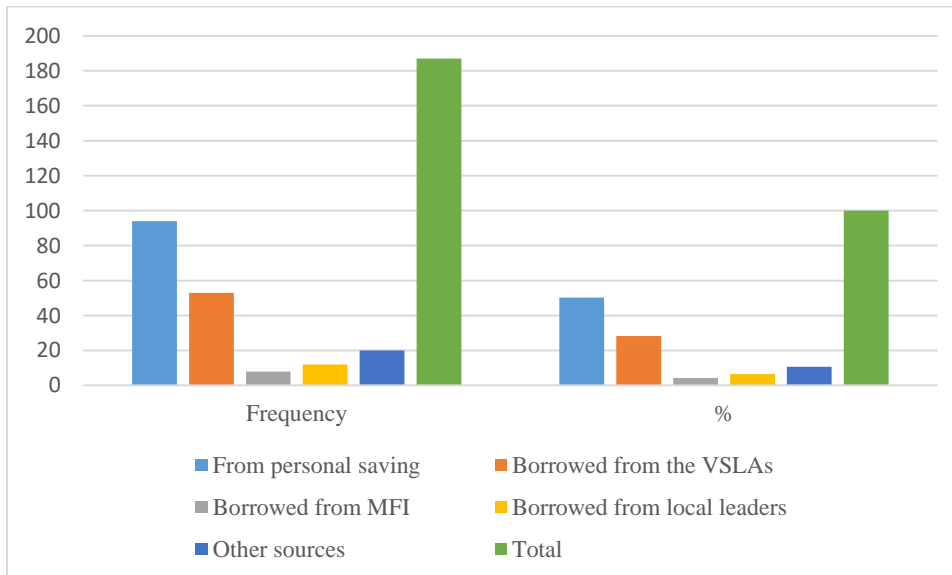
Figure 4.10: Estimated Working Capital in Cash



Though the highest portion of the respondents own below birr 500, there are significant numbers of women who have startup capital that ranged from birr 3001 to 5000. Overall, the startup capital for the majority is below birr 5000.

Sources of Startup Capital: As presented in the below graph, it is reported that the source of startup capital for business activity is their personal saving which accounted 50% and followed by loan from their VSLAs which is presented as 28%. On the other hand, the startup capital acquired from MFI is 4% and it is the least.

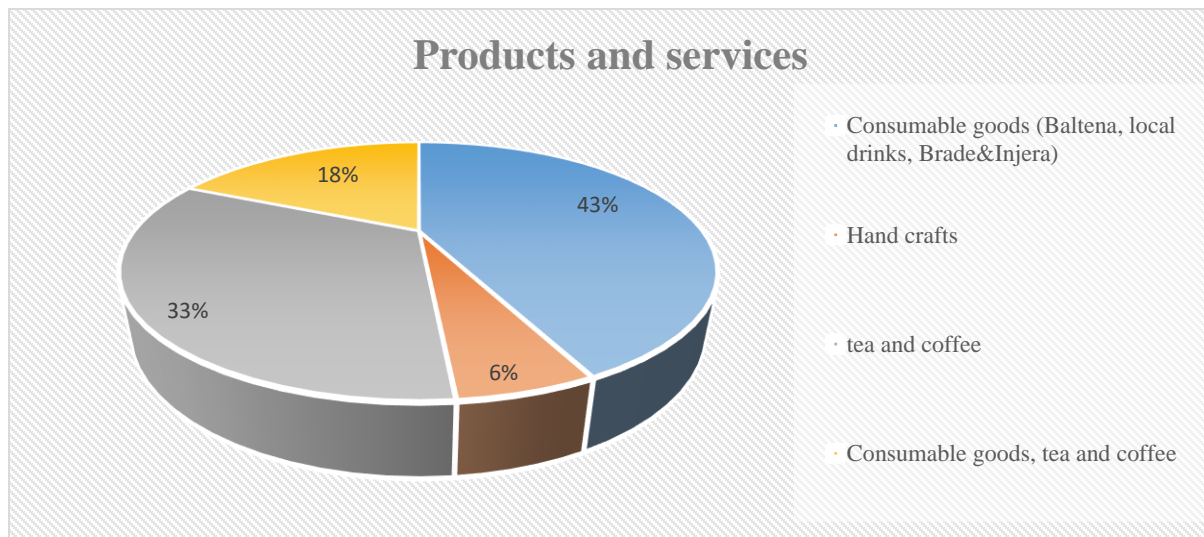
Figure 4.11: Source of Startup Capital



Hence, it is possible to conclude that women have less access to formal financial services and as result they are limited to work with their minimal available capital. In the other way, the VSLA has supported the targets to access to savings and small loans. This has supported the members in creating and expanding small scale businesses.

Marketable products and services: According to the survey result, major products and services that women offer to the markets include consumable goods (processed food, local drinks, enjera, ambasha etc) which is 43% of the overall commodity, followed by 33% tea & coffee services mainly sold at road side either inside a mini shade or in the open air/sun. This shows that still women participation in manufacturing, textile and energy generation is minimal.

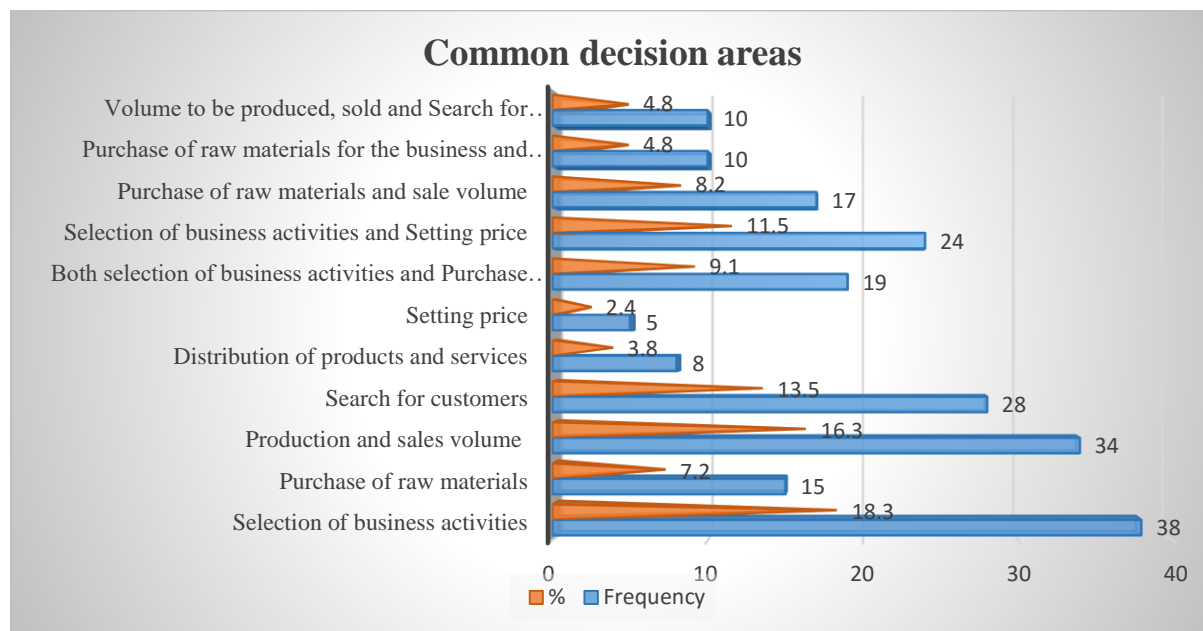
Figure 4.12: Products and Services



4.1.1.4. Autonomy in Decision Making

This section presents decision making patterns with respect to business activities. The decision areas that frequently undertaken include, business types, volume of raw materials, prices for raw material purchase & products sales as well as markets selection. As per the response, business women are the ones who make decision on the stated decision areas. They also stated that, they apply consultative decision with their respective family members.

Figure 4.13: Autonomy in Decision Making



In all the cases, the most important aspect is that, women are the ones who take actions for their business activities with no/minimal imposition from husband or any family member. See the next table.

Table 4.3: Participant's Decision Making Process

Participant's decision making process		
	Frequency	%
I make decision on some activities	169	81.3
My husband make most of the decisions	23	11.1
My children make decision	7	3.4
My business partners and I make joint decision on all aspects	6	2.9
No decision at all	3	1.4
Total	208	100

As per the responses, 85% of business related decisions made by women have been successful and 95% of them stated that making decision by themselves is more relevant to their enterprise than taking any external imposed decisions. They added, making successful decisions encouraged them to expand their business and earn more income. The below table's present responses:

Table 4.4: Responses on Decision Making by Business Women

Responses decision making by business women:	Frequency	%
Enables timely action	30	15.2
Motivates me to think more about my enterprise	61	30.8
Personal satisfaction and joy	16	8.1
Motivates me to think more about my enterprise and Personal satisfaction and joy	26	13.1
Enables timely action, Motivates me to think more about my enterprise and Personal satisfaction and joy	65	32.8
Total	198	100

Table 4.5: Feeling of Women When They Make Business Decisions

Feeling of women when they make business decisions:	Frequency	%
I feel that I can identify and use different alternative for decision making	127	64.1
I feel that I have capacity to support fellow business women how to make decision	37	18.7
I feel that I can make more such decisions for future	27	13.6
If the decision brings negative consequences, I blame myself	7	3.5
Total	198	100

Entirely the business women/ small scale entrepreneurs and those that engaged in the IGAs are strong and enduring towards their motivation. They also have good capacity to attract and maintain their customers.

4.1.1.5. Leadership Capacity

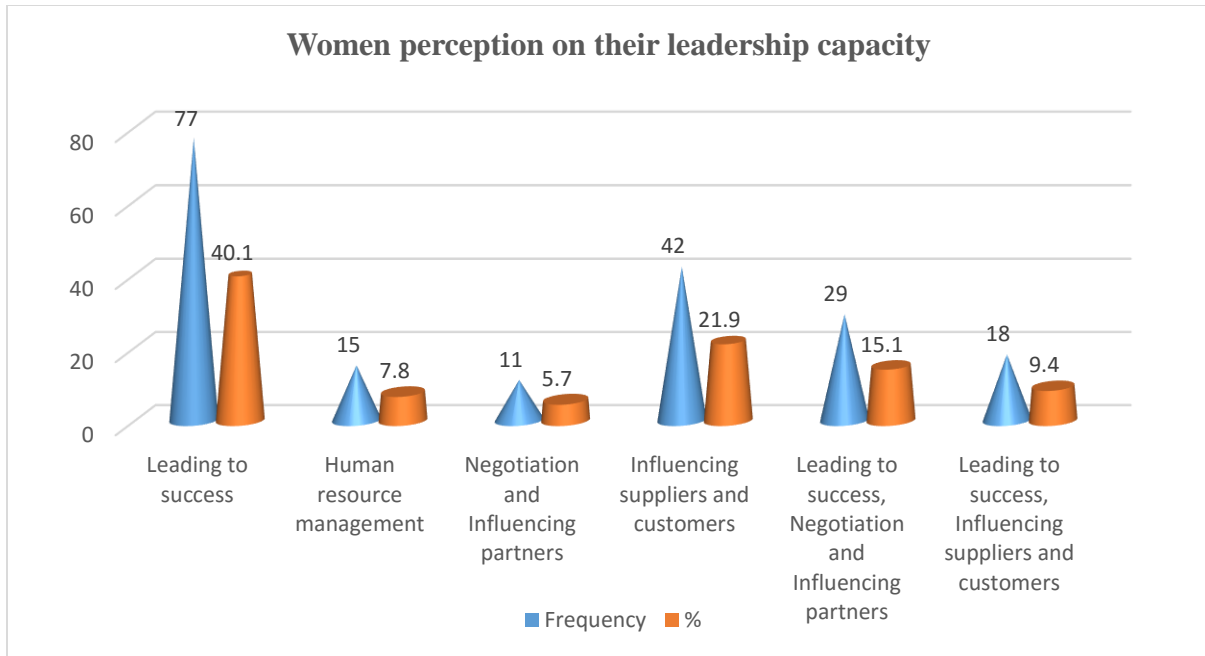
This section focuses on capacity of women towards leading their overall business activities. The leadership capacity component that have covered in this survey include their perception towards their leadership capacity with regard to success in their business, human resources leadership/management, negotiations and influencing customers and suppliers and solving problems that affect their business activities. See below women perception towards capacity to do successful business:

Table 4.6: Women Perception towards their Leadership Capacity

<i>Do you think that you have adequate capacity to run enterprise?</i>	<i>Frequency</i>	<i>%</i>
<i>Yes</i>	<i>192</i>	<i>92.3</i>
<i>No</i>	<i>16</i>	<i>7.7</i>
<i>Total</i>	<i>208</i>	<i>100</i>

Women perception towards their leadership capacity: As presented in the above table, 92% perceive that they have the capacity to lead successful business enterprise. Their perception has been extended to the next detailed version where leading to success accounted the largest with 40% of the total followed by 22% representing influencing suppliers and customers. To the contrary, the report shows that their capacity to influence and negotiating with partners is low which accounts for 8%. Partner in this case represents the government office such as trade and industry, micro & small scale enterprise, microfinance, security personnel's (Denb Asikebari). As they stated, they feel that they were not able to influence those and other government entities and as a result they were not able to get market places and credit to expand their business in to the next level.

Figure 4.14: Women Perception on their Leadership Capacity

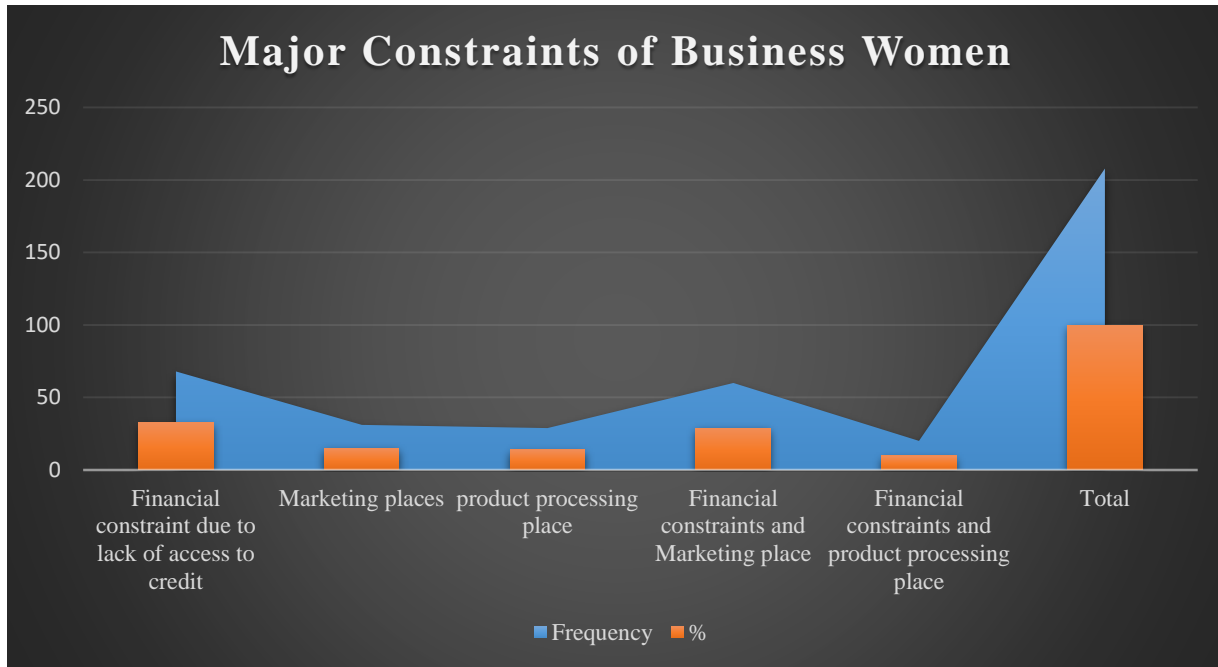


Hence from the findings, it is not logical to conclude that these small scale business women have adequate capacity to lead their business successfully. In addition, volume of their business activities and the level of capital is minimal and it is important to consider their leadership capacity with such scope.

4.1.1.6. Constraint and Challenges

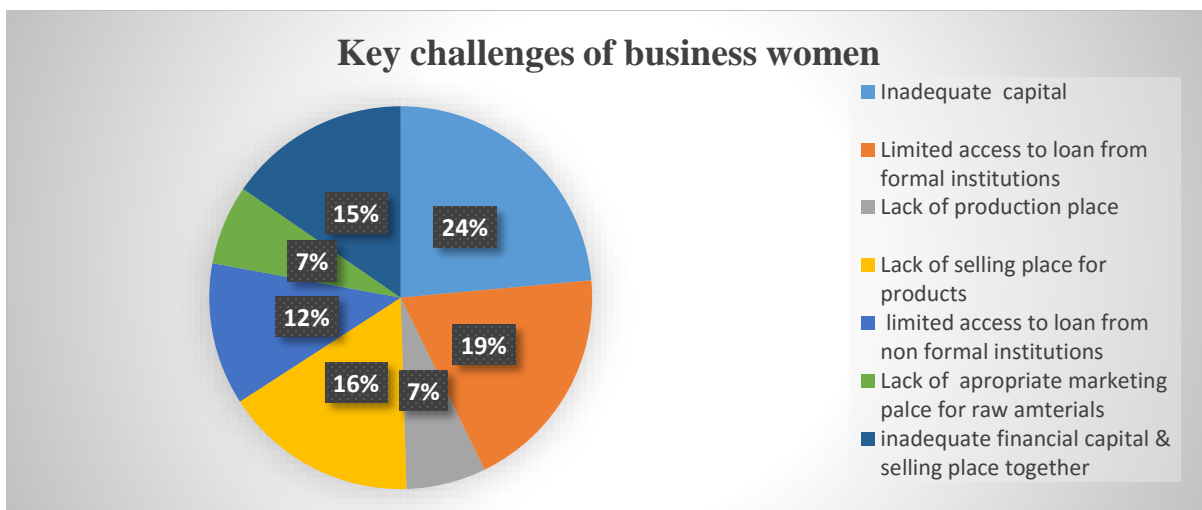
Key constraints: According to the finding, major constraints reported include limited access to loan from formal financial institution, lack of shade/place for selling products, raw material marketing places and processing plant/processing place. The below figure presents women response.

Figure 4.15: Major Constraints of Business Women



Key challenges: During the survey, questions for constraints and challenges were separately addressed and the below are responses on key challenges that women face while doing their business activities. According to their responses, inadequate capital, limited access to loan from formal institutions, lack of appropriate selling place for finished products and limited access to sufficient loan from the non- formal (VSLA, Idir, Ikub and similar others) institutions are the key challenges.

Figure 4.16: Key Challenges of Business Women



4.1.2. The Most Effective Supports in Economically Empowering the Targeted Business women

The following section presents the most effective supports in economically empowering the targeted low-income businesswomen.

Effective Learning

The KII revealed that initially, women receive training in existing VSLA groups. It is found that the group has a positive effect on learning, because of the possibility of sharing, mutual support and exchanging experiences. It is also seen that the group members enhance each other's access to new local markets by sharing networks.

Training materials are tested and adapted for particular target groups. Where necessary, materials were specifically designed to work with illiterate women. Training is most effective combining different types of skills, based on the needs and context of each group and including a mix of life skills, business skills and vocational skills.

Involving Men, Boys and Community Leaders

The KII revealed that husbands, sons and community and religious leaders are involved throughout the training process. They are informed about the activities and actively involved in topics like gender equality, division of household roles and responsibilities. This helped to avoid or overcome problems within families or communities related to the traditional roles of women.

Financial Literacy

The project often works in circumstances where women have very basic experience in managing their own financial resources. The VSLAs have proven to play an important role as saving is often a first step to financial security. From there, the women can move on to low-cost loans. For women to be able to make their own choices and decisions as entrepreneurs, improving financial literacy is a key starting point and VSLA's are an important means to achieve that.

Village Savings and Loans Associations

The KII revealed that in VSLA, women have the possibility to take out loans from collective savings. Enterprise development skills training take place within a VSLA setting. The women are encouraged to take out loans from the VSLA rather than a grant. This has erased the dependency syndrome among members.

4.1.3. Challenges Faced by CARE in Implementing the Project

The following section presents challenges faced by CARE in implementing the project.

The KII revealed that Information and Communications Technology (ICT) is increasingly providing new opportunities for entrepreneurs to access market information, communicate with customers and provide a new channel for buying and selling products.

However, the lower socioeconomic status of the targeted women were less likely to afford or access ICTs, resulting in fewer benefits from using ICTs to support their entrepreneurial activities. Furthermore, access to public internet points, provided through internet cafes, are not always women-friendly in terms of hours of operation, or offering an environment where the low-income women would feel comfortable to use such facilities.

Confidence in using ICT is less widespread among the targeted low-income business owners. The study identified the need for more training in the use of ICTs.

Moreover, the KII revealed that access to finance through a formal institution is cited as a main constraint to the growth of the targeted beneficiaries. This is due to the fact that low-income women entrepreneurs are often required to provide significantly more collateral than they afford. As a result, many female entrepreneurs relied on their own savings and small loans from the VSLAs. However, the small size and short-term nature of the VSLA loans have not allowed women borrowers to make long-term investments in their businesses. Disproportionately high regulatory barriers had a profound effect on women's ability to run stronger, more viable businesses.

Moreover, less coordination and commitment among the project stakeholders were a major challenge in implementing the project. Different stakeholders have different strategies in economically empowering low-income women. Coming together as an allies and bringing a lasting

change in the lives of low-income women were unthinkable in the thoughts of the project stakeholders. The KII revealed that the above mentioned issues have negatively impacted the project to fully meet its desired objective.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1. Summary of Findings

The major findings of the study are summarized as follows.

- Petty trade is a predominant livelihood activity that accounts for 79% of the available livelihood strategies for the respondents in particular.
- Major part of the respondents daily earning goes to purchase of household food and minimal amount is being left for savings and future investment if any. Besides the findings showed that the targeted women are able to cover their household expenses adequately.
- After the project intervention, 99% of respondents are able to save from their daily earnings.
- Member's access to formal financial institutions for better saving and loan is very minimal.
- After the project intervention, 55% of the targets are able to acquire different household fixed assets.
- The project contribution in terms of balancing women leisure time with other responsibilities is very much minimal.
- 59% of the beneficiaries started new businesses.
- Still women participation in manufacturing, textile and energy generation is minimal.
- Women are the ones who take actions for their business activities with no/minimal imposition from husband or any family member. To the contrary, the report shows that their capacity to influence and negotiating with partners is low.
- Major constraints reported by the respondents include limited access to loan from formal financial institution, lack of shade/place for selling products, raw material marketing places and processing plant/processing place.
- Effective learning, engagement of men and the community, financial literacy and the VSLA approach were the most effective methods in empowering low-income women.

- Hindrance in linking women to the formal financial institutions, less coordination and commitment among the project stakeholders and lower access to ICT for market linkage were the major challenges encountered by CARE when implementing the project.

5.2. Conclusions

5.2.1. Economic and Social Status of the Targeted Members that are supported under CARE Ethiopia Women Entrepreneurship Project.

Women entrepreneurs indicated that they have improved their business practices, which is reflected in improved and increased productivity and improved business management. This in turn led to increased savings, as well as women taking out small loans. The majority of the beneficiaries reported an increase in income from their businesses. Besides, the project has greatly contributed for the establishment of new businesses which then contributed for the reduction of the high unemployment rate in the capital city.

The project enhanced women's access to capital investments, controlled by the women themselves. Particularly in the case of the VSLA's, women are in charge of their savings and of decisions about loans. This sense of control is enhanced where project activities include the engagement of men and boys in trainings and awareness-raising activities. These have led to increased mutual understanding and respect among men and women, and increased freedom for women to pursue their entrepreneurial goals.

The study indicated that women started to believe in their own potential. In this process, women's VSLA group has played an important role, as a space where women support and reinforce each other in their learning abilities and in their confidence.

At the start of the project, the women hardly earned an income and in some cases they did not have experience in enterprise development. The large majority of indicates that they have gained more control over their businesses, income and time. This in turn increased their self-esteem and strengthened their leadership. But still many of them are engaging in their businesses out of necessity not opportunity for growth.

5.2.2. The Most Effective Supports in Economically Empowering the Low-income Businesswomen

The VSLA approach which is used as an entry point has supported the targets to access to savings and small loans. This has supported the members in creating and expanding small scale businesses. The work has considerably created and increased women's access to loans, financial literacy and business management skills through the Village saving and loan association, which then allowed the targets to develop and expand businesses, and earn an income. The increased income allowed the women to contribute to their households and this has provided them an economic independence. Women are in charge of their saving and decisions about loans. Besides, the association along with the trainings have helped the targets to exercise their leadership capacities at the individual, at their enterprises, at the household and also at the community level.

The blending of trainings that is combining different types of skills, based on the needs and context of each group including a mix of life skills, business skills and vocational skills has positively impacted the lives of the targeted women.

In addition, male engagement was a key to advancing gender equity and women's empowerment through raising awareness of gender issues and encouraging dialogue among household members and the community.

5.2.3. Challenges Faced by CARE in Implementing the Project

The linkage to the formal institution is still the unresolved issue. This has hindered the targets from accessing bigger amount of loans for pursuing and investing growth oriented businesses.

The women entrepreneurs are limited to markets with low margins for their products or services. The project support in connecting women to the markets where better prices are paid for their products is very much minimal. Due to the lower socioeconomic status of the targeted women, they were less likely to afford or access ICTs, resulting in fewer benefits from using ICTs to support their entrepreneurial activities. Besides, less initiatives was undertaken related to changes in legislative and administrative conditions. This has resulted a lack of information by the women about legal and administrative requirements and opportunities for enterprise development. Moreover, less coordination and commitment among the project stakeholders were a major challenge in implementing the project.

5.3. Recommendations

- The VSLAs have proven to address underlying constraints, combining a practice of savings and loans with financial training. The VSLA supports women to grow businesses and increase financial discipline. This approach should continue to reach more low-income women.
- The organization should follow an integrated framework that allows not only for the assessment of the external drivers and conditions that need to be created for women to become economically empowered, but also focuses on factors that can be developed and enhanced by the women themselves.
- Initiatives aimed at creating favourable conditions for women entrepreneurs should explicitly be based on the women's potential and interests. Market linkages and business models should be developed, contracts designed, norms adjusted and regulations adapted in co-creation with women entrepreneur's organizations and with involvement of relevant public and private stakeholders.
- There needs to be an action towards in balancing time distribution. Once women businesses start growing, an increasing amount of time needs to be invested. This needs to be balanced with women's care-taking tasks in the household and community. To prevent women from becoming overloaded and squeezed between their multiple roles and activities, different solutions should be developed that will lead to increased support from men and or/ services provided by other women.
- Limited access to affordable, quality financial services is still a constraint for the targets. Access to savings, credit and insurance are vital for low-income business women to overcome the insecurity of living on irregular incomes. Many of the targets belong to the group of so-called under banked consumers. They have low levels of awareness and understanding of formal financial services and systems, a lack of collateral to obtain a formal loan. Possible partnership should be created with the formal financial institutions to link the targets in accessing better amount of loan.

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APPENDIX

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

Questionnaire

Dear participant, I would like to thank you for giving your valuable time to participate in this research. The information you are providing to the researcher will serve to assess the level of expected changes on individual targets due to the implementation of CARE Women Entrepreneurship Project. The information would be properly analysed and used for the purpose of this research only.

Note: No need of writing your name.

1. General information

1.1. Region/City____ 0014

1.2. Sub-City_____

1.3. Woreda_____

1.4. Age: _____

1.5. Marital status: A. Married B. Single C. Widow D. Divorced

1.6. Family Size: A. Female----- B. Male----- C. Total-----

1.7. Are you head of the household: A. Yes B. No

1.8. Number of dependent family members-----

1.9. Education status: A. Not able to read and write B. Read and write only

C. Grade 1-4 D. Grade 5-8 E. Grade 9-10 complete

F. Grade 11-12 complete G. Vocational H. University degree

I. If your answer for #1.10 is vocational or university degree, please specify

2. What were the impacts resulted from CARE women entrepreneurship project on your lives in terms of the following?

2.1 Access to income, your income level and control over your income

2.1.1 What are your livelihood activities/business activities?

A. Petty trade (vegetable and fruits, grain, spices, sale of tea and coffee, other cooked food, injera, bread and others)

- B. I have my enterprise (engaged in small scale processing and packaging- Shiro, pepper powder, retail Consumable commodities-sugar, oil, soap, other consumable goods)
- C. Paid labour (daily construction work, selling at shop, house work other contract base labour work),
- D. Commission work (selling commission)
- E. I don't have a regular livelihood
- F. Other- please specify_____

2.1.2 Based on the answer for #2.1.2 how much average total estimated amount of money do you earn from your livelihood/business activities in a day?

- A. < birr 50 B. Birr 50-100 C. Birr 100-150 D. Birr 150-200
- E. Birr 200 -500 F. Birr 500- 1000 G. > Birr 1000

2.1.3 For what purposes do you use your income?

- A. Household food B. Family clothing C. Children schooling
- D. House rent E. Medical expenses F. Utilities and telephone expenses
- G. Other, specify_____

2.1.4 Please rank answers for #2.1.4 in terms of amount of the money that you allocated/spent: Maximum amount is ranked 1st.

1, -----2, ----- 3, -----4, -----
 5, _____ 6, _____ 7, _____

2.1.5. Do you have saving? A. Yes B. No

2.1.6. If your answer #2.1.5 is yes, where do you save?

- A. Deposit in to bank B. Deposit in to the Micro Finance Institution
- C. Ikub, D. Village Saving and Lending Association
- E. Home F. Other, please specify_____

2.1.7 What other non-cash household assets do you have?

- A. own/private house
- B. Household furniture's
- C. Electronic
- D. Oven & bakery for enjera & bread
- E. boiler, pot, tea cup, plate
- G. Please specify if any other assets _____

2.1.8. Can you please estimate the cash/monetary value for the properties that your household owns?

- A. own/private house _____
- B. Household furniture's _____
- C. Electronic _____
- D. Oven & bakery for enjera & bread _____
- E. boiler, pot, tea cup, plate _____
- G. Please specify if any other assets _____

Total value/amount in birr-----

2.2. Balance between women productive task and leisure:

2.2.1 In a day, for what purposes do you allocate your time?

- A. I spent most (more than 12) of my day time doing my income generating business
- B. Before I start my income generating business works, I must finish all household activities (Cooking, cleaning house.....)
- C. I don't allocate time, but I start working from early morning to late mid night

D. Other please explain-----

2.2.2 What things do you do with your spare/leisure time?

- A. Visit relative/needy people
- B. Spend time with family and /friend
- C. Watch movies
- D. I don't have Spare time
- E. Other _____

2.3. Access and control over resources (necessary input for production for enterprise)

2.3.1 Is your business individual or group based?

- A. Yes
- B. No

2.3.2 What productive resource and assets does your business own (separate from assets of the household)?

- A. Start-up capital
- B. Distribution centre
- C. Business premises (processing and producing of goods for sale)
- D. Equipment's
- E. market information

E. Please list others: -----

2.3.3 How much is your current investment/business capital in cash? _____

2.3.4 Where did you get the capital for start-up/ expansion of your business/enterprise?

- A. From personal saving
- B. Borrowed from VSLA
- C. Borrowed from bank
- D. Borrowed from MFI
- E. Borrowed from local lenders
- F. VSLA
- G. Others _____

2.3.5 What products and services does your enterprise provide to customers?

- A. Consumable goods
- B. Grains
- C. Hand crafts
- D. Embroidery
- E. Tea & coffee
- F. Other, please specify _____

2.4. Autonomy in decision making

2.4.1. How is the decision making process in your business?

- A. I make all of the decisions
- B. My business partners and I make joint decision on all aspects
- C. My husband makes most of the decisions
- D. My children makes the decision
- E. No decision at all

2.4.2. Which of the following decisions do you make regarding your enterprise activity? Multiple answers are possible

- A. Selection of business activities,
- B. Volume to be produce and sale,
- C. Distribution of products/services
- D. Purchase of raw materials for the business,
- E. Searching for customer
- F. Amount of loan I took
- G. Setting price

2.4.3. If you make business decisions by yourself, how do you feel about that?

- A. I feel that I can make more such decisions for future
- B. I feel that I can identify and use different alternative for decision making
- C. I feel that I have capacity to support fellow business women how to make decision
- D. If the decision brings negative consequences, I blame myself,
- E. Other, please specify-----

2.4.4. Have you ever made any wrong decision that negatively affected your business?

- A. Yes
- B. No

2.4.5. If your answer for #2.4.4. is Yes, please describe the damage and causes:-----

2.4.6. Do you think decision making by you is relevant to your enterprise?

- A. Yes
- B. No

2.4.7. If your answer is yes for #2.4.6., what are benefits of making decision by yourself?

- A. Enables timely action,
- B. Motivates me to think more about my enterprise,
- C. Personal satisfaction and joy,
- D. other, please specify_____

2.5.Leadership capacity respective to enterprise leadership

2.5.1. Do you think you have adequate capacity to run enterprise business? 1. Yes, 2. No

2.5.2. If your answer is #2.5.1. “Yes”, what leadership capacity do you feel that you have?

- A. Leading to success
- B. Negotiation and influencing partners
- C. Human resources management,
- D. Influencing suppliers and customers

3. What are major constraints of your business?

- A. Financial constraints due to lack of access to credit

B. Marketing places

C. Market information

D. Business development skill

E. Product processing place

F. Transport

G. Others _____

3. Key challenge

Please list at least 4 key challenges that constantly affect your enterprise operation

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Key informant's (KII) interview

Start time _____ End time _____

Introduction

Dear participants of this interview, I would like to thank you for giving your valuable time to participate in this research. My name is Misrach Mekonnen, Today, I am here for this interview as part of the research done on the 500 businesswomen that are targeted under CARE Women Entrepreneurship project. This information is relevant to support other information as the researcher believe that you have adequate information about the project which is being implemented in three sub-cities of Addis Ababa.

Office & Position _____

Years of services in the office in the current position _____

1. What were the most effective supports in economically empowering the targeted low-income businesswomen?

1.1. What is the role of your organization from the perspective of promoting women owned and managed enterprises?

1.2. To what extent your organization provide assistance to women entrepreneurs and also what are the supports that have been provided by your organization to low-income businesswomen?

- a. What criteria does your organization use while selecting women entrepreneurs for further strengthening?
- b. Which of the supports resulted real impact on the selected group of beneficiaries?

1.3. What strategies/approaches do you apply to support, update and document information of the women owned enterprises?

1.4. How do you explain women access to income from the experiences of your organization?

1.5. Is there any mechanism that your organization know how women control over their income from their enterprise?

1.6. What is your opinion about the level of existing structures and supports to creating women access to income generating activities and income?

1.7. What were the key challenges faced by your organization in implementing the project?

1.8. What were the solutions undertaken to solve the problems?

- 1.9. What were the best practices in implementing the project?
- 2.0. What key challenges do women entrepreneurs and their enterprises face?
 - 2.1. How such challenges are being addressed?
 - 2.2. What strategy do you recommend for the future?

