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**CULTURAL CHALLENGES FACED BY WOMEN ENTREPRENEURS IN QUETTA
CITY**

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ABSTRACT

Women Entrepreneurs in Pakistan do not enjoy the opportunities as men do due to number of deep rooted discriminatory socio-cultural values and traditions. Moreover, these restrictions are observed with in support mechanism that exists to assist such fledging entrepreneurs. Quantitative research methodology has been employed. It involves statistical approach and keeping up the assumptions of empirical practices. The survey data is settled down and kept in SPSS. The study showed that women entrepreneurs face many difficulties in regard cultural aspects such as lack of family support lack of free mobility, patriarchy and less qualification. Researcher suggests that there should be change in our society to develop supportive networks, mobilize funds, establish forum to discuss the problems of female entrepreneurs.

Keywords: Women entrepreneurs, cultural restrictions, free mobility, less qualification

INTRODUCTION

In most of the countries in the world, men constitute 65% to 75% of the owner/manager of the businesses. However, there are evidences of women

coming out in the market to possess businesses or lead major financial companies. According to the Women's Financial Network, women starts businesses twice the rate of men, however, they are facing difficulties in establishing and growing their business more than men face at the initial stages [1] attributed their success to access to greater support from women mentors and role models and easier access to formal training in the principles of business planning and organization. Whereas, women in developing countries face obstacles such as lack of access to education and training, access to finance as well as discrimination and lack of respect or not being taken seriously [2]. Globally, it is estimated that women account for 25-33 percent of all businesses [3].

In many developing countries, particularly in Pakistan, women are still considered as a mere commodity rather than treated as equals amongst all.

Therefore, the problem which researcher wants to highlight the challenges which Pakistani women have to face while working within cultural restrictions

Entrepreneurs

Entrepreneurs have a tendency to expecting and emphasizing on a specific perspective of the nature and reason for entrepreneurial activities. [4] recognize four kinds of female entrepreneurs

(conventional, innovative, domestic and radical). They argue that 'Conventional entrepreneurs are exceedingly dedicated both to entrepreneurship goals and to the convention gender role for women. Women are aware of the specifics that the way that they need to work for long hours to satisfies both their household and entrepreneurial roles. Conventional entrepreneurs maintain their business in ways which are perfect with their local commitments and don't require relatives to attempt extra assignments [4]. Explained innovative entrepreneurs, by differentiate, and are focused on entrepreneurship beliefs yet not to the traditional gender roles. 'Domestic' businesswomen don't maintain entrepreneurship goals however are focused on customary gender roles. 'Radical' proprietors have low feeling of obligation with respect to both entrepreneurship objectives and to customary gender parts.

Female Entrepreneurship

In the last few decades there was a movement started with the influence of international market to empower women by bringing them in the market. The basic idea was women already are working in the fields with their men without any economic gain of their own. In many terms women's work was undermined which affected their social and psychological wellbeing. Female entrepreneurship is connection to that idea,

which aims to promote women with skills, ideas and passion for starting their own business. Women Empowerment in many ways improve the status quo at home and outside world. It additionally helped in re-tending to adjust power within the family [5].

Female Entrepreneurship in Pakistan

The rate of women entrepreneurs in Pakistan are increasing in comparison to women in the managerial positions. However, women entrepreneurs are lower than those of their male counterparts [6]. Studies discussed the reasons behind this gap on multiple levels. [7] States that if Pakistani women live in nuclear family system she has greater chances to become an entrepreneur, while the prevalent mode in Pakistan is an extensive family structure. Living in nuclear family would imply that women have generally less collaboration with the elder generation and are less obliged by their social/social impact.

In Pakistan women's condition are very unstable, family unit based and low return urban activities where development scenario is hopeless. Their vigorousness is combined in selected sub-divisions, for example, dress making weaving, retail exchanging and women work as relatively undetectable entrepreneurs.

Women play largely an active role in Pakistan's economy. Women are taking

part in the markets' jobs too and battling for income oriented jobs to become independent and so as to get the economic wellbeing as men. [8] States that woman stay back at home to deal with the family is no longer described as typical, Pakistani society particularly in formed urban areas of Pakistan where both husband and wife work to meet their family needs.

Cultural Norms and Values

[9] States that entrepreneur's is encircle by numerous social factors, for example, social, financial, political and social powers. These components can combine to make dangers or openings where entrepreneurs work. Regardless of the presence of a good domain, people who are motivated by factors, for example, financial rewards, success, social, profession, and individual satisfaction, for these conditions to energize into business enterprise a national culture supports and empowers entrepreneurial activity is required.

Following are the cultural challenges faced by women:

- Lack of family support
- Lack of free mobility
- Patriarchy
- Less Qualification

LITERATURE REVIEW

A number of research scholars and theorists pursue to identify the 'barriers' that

women entrepreneurs confront. The main focus of Theorists is on social structures that support gender differences. Researches on the challenges that women entrepreneurs suffer from have number of shortcomings [10]. [11] says that lack of business education, the neglect of historical, cultural and structural factors, and the common practice of male dominant society, the lack of explicit feminist study, power perspective, examine that women entrepreneurs are consistently less commercially prosperous than businesses owned by men.

Norms and Values

[12] States that values and social standards hold women back from fully participating in commercial activities. Traditional patriarchal systems and social norms continue to form a restraint to women's full cooperation in commercial activities. Often the potential and abilities of women are questioned. Women's association and networks have strong potential for increasing women's confidence and their access to a drift of services.

Lack of Family Support

Women in South Asian countries are trained to be bound with their families, emotionally, physically and socially. They are responsible for all the household activities and rearing and caring of their children. They are in many cases over

burdened by these responsibilities. In such circumstances this is very difficult for them to concentrate on their career [13].

[14] States that women have little or no contact to wealth, land, corporate sites, training, agency support and information technology. Intrinsic arrogances of a male-controlled society, those men are higher to women never allowed them to think above this close circle. Women are restricted to boundary wall for rearing and bearing of children.

Lack of Free Mobility

[15] Says that the mobility of women in Pakistan has become a huge problem because of the traditional values and limited driving skills. Moving alone for business and asking for a room to stay out at night for business purposes is still considered to be notorious and suspicious.

Usually, it is hard for inexperienced women to deal those men who show extra interest in them other than work related aspects and this make women uncomfortable and divert their attention from business.

Patriarchy

There is a socially constructed phenomenon of associating working women's economic gain with inability of men to manage families economic which mean men are unable to control the power dynamics of home. Usually in such cases men are

stigmatized by the outside world for being unable to control and maintain social standing or personal honor. Thus, women are not allowing starting their own businesses by their husbands [16].

[17] Finds that the threat to men's dignity leave women near to ground in her businesses. Similarly, when men stop supporting, women are considered vulnerable which means they cannot manage single-handedly. The situation gets severe when women are not educated especially in terms of relevant education in the field. [18] Also observed that even though our constitution emphasizes on equivalence and speaks of balance between genders, male superiority is yet the order of the day. The entry of women into business demands the permission from the head of the family who is usually a male member.

Less Qualification

[19] States that lack of educational opportunities for girls in Pakistan is also one reason that held women back in different fields of lives. They suffer not only intellectually but also their social abilities are drawn back due to their lack of proper qualification for business. Nussbaum further states that it is important for women to compete on equal footing in this field. [20] Finds that inadequate education leaves women unqualified to maintain regulating affiliation from society

for them to go along with the traditional social role and expectations for the division of labor. Educational deficits are also making it difficult for women to counter pressure by their family members and especially husband to conform to social norms.

[21] Revealed that the majority of women entrepreneur in developing countries like Pakistan are very poor and illiterate, especially in village areas or in the informal sectors of cities. There have been so countless differences between women and men entrepreneur in the terms of qualification, sources of entrepreneurial finance and business development [22].

Research Question;

What cultural challenges do entrepreneur women face in Baluchistan?

Hypothesis:

Cultural challenges are barriers for women entrepreneurs

In Pakistani society empowerment of women leads to the progress of the nation though women gain less opportunities than men due to discriminatory tradition does not allow women entrepreneurs to enjoy full economic freedom.

Research Methodology

The process of doing research is very systematic in its nature in order to define its objectives, manage data, and communicate findings that occurred in accordance with

existing guidelines and established framework.

Quantitative research methodology is adopted for keeping up the assumption of empirical practices. Quantitative research obtains the art of inquiry that is experimental in nature, contain surveys, and collect data on the bases of predetermines measure which provides statistical data

In the above research approaches, the researchers adapted quantitative research approach to conduct the present study. Researchers mostly adopt quantitative approach for responding to numerical data. The survey data is settled down and kept in the SPSS, which is considered to be the most reliable and suitable statistical technique used largely nowadays by the researchers in the field of social sciences and additionally, it is very helpful in the application of tests.

RESULTS

It is observed that in Pakistani society almost all women entrepreneurs face challenges like lack of qualification lack of mobility, male dominance, lack of support of family members as well as socio cultural barriers.

The table shows the result of women's perception regarding cultural challenges. The large number of women entrepreneurs showed positive relation with the statement. The result shows among these women 63% describe less qualification in this field. Seventy-three percent face lack of experience is major problem in this problem.

Ninety-two percent face norms and values as important challenge women face in this field. 88% women stated that lack of support from family is very important. 96% women think patriarchy is one of the challenges that hinder women's work.

DESCRIPTIVE STATISTICAL ORIENTATION

Table 4: Women Entrepreneurs face Cultural Challenges

S. No.	Items	Freq.	%age
1	Lack of free mobility	162	81
2	Norms and Values	185	92.5
3	Family Support	176	88
4	Patriarchy	193	96.5

DISCUSSION

The present study investigates the challenges faced by women entrepreneurs with in the restricted environment of Quetta Baluchistan. Researcher tries to view the hurdles faced by women in conventional

environment. The discussion comprises analysis of data gathered from quantitative methodology.

The result shows that women entrepreneur faced the pressure of maintaining the social cultural and traditional restrictions and

most of the issues are balancing the tasks values and norms of entrepreneurial world and traditional.

Family support play an important role in making women use their skills in different fields. But unfortunately this is another barrier for women entrepreneur family do not trust women for such actions. Pakistani women are emotionally and socially bound to their families as well as society, they are expected to do all domestic works and to look after children and other family members, which takes away a lot of time and energy [23].

The research unearth that it is observed too that women within Baluchistan Quetta, have weak exposure because of social norms and traditional values women are not allowed to go out freely. Moving alone and staying outside for business purpose end up with suspicious eyes and many weird questions. Women who move outside are always questioned, their abilities are undermined and their successes are doubted.

Women have limited contacts and having no wealth, land and cooperate sites, information technology, agencies support and male controlled society, men are higher to the women never allowed them to think above this close circle. [24] Also argued that women face double hardship when she has to prove herself in the men's domain.

Lack of contacts, less experience, weak trading power makes them prone to loss in this domain.

The results also found that except responsibilities of women there are more factors that creates hurdles for women entrepreneur such as lack of education as it seems during collection of data that rural women of Baluchistan is unable to get even primary education but due to their skills she can earn more and can contribute in country's economy.

CONCLUSION

The findings of the present study demonstrate that women entrepreneurs encounter with various problems and challenges on different levels. This study shows the relationship with the previous studies and somehow having the reasonable association with them. The present study is a contribution by the research to investigate and explore the challenges of entrepreneur women in Pakistani context, which is previously explored with highlighting the above mentioned theme in other part of the world. This research exploring the problems and challenges faced by women entrepreneurs on macro level, miso level and micro level in Pakistani context. The researcher found the result through findings and careful analysis of the present study that socio cultural values of Pakistani society have greater impact not merely on

women entrepreneurs' organizational structure of entrepreneurial activities but also on their personal life. The role of patriarchy, lack of family support, less qualification, lack of free mobility in Pakistani society cannot be ignored for getting an insight into understanding challenges. The present study is conducted in Quetta, the capital city of Baluchistan, Pakistan. Some wise, the results are affected due to the fact that this city is relatively more progressive and developed than other cities of Baluchistan, Pakistan.

Recommendations

- There have to be a constant attempt for encouraging, motivating and co-operating with women entrepreneurs.
- Should develop change in society, generate awareness and make policy for self-development of women entrepreneurs.
- Forming supportive networks for women entrepreneurs to mobilize funds and resources, to help them in the arena of trade, industry and commerce.

Obstacles are abundantly for aspiring Women Entrepreneurs. However, many women have come forth to overcome these difficulties and have carved a position for themselves in entrepreneurial world.

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