

# Balancing the Gender Equation for Entrepreneurship: “Women Entrepreneurship”

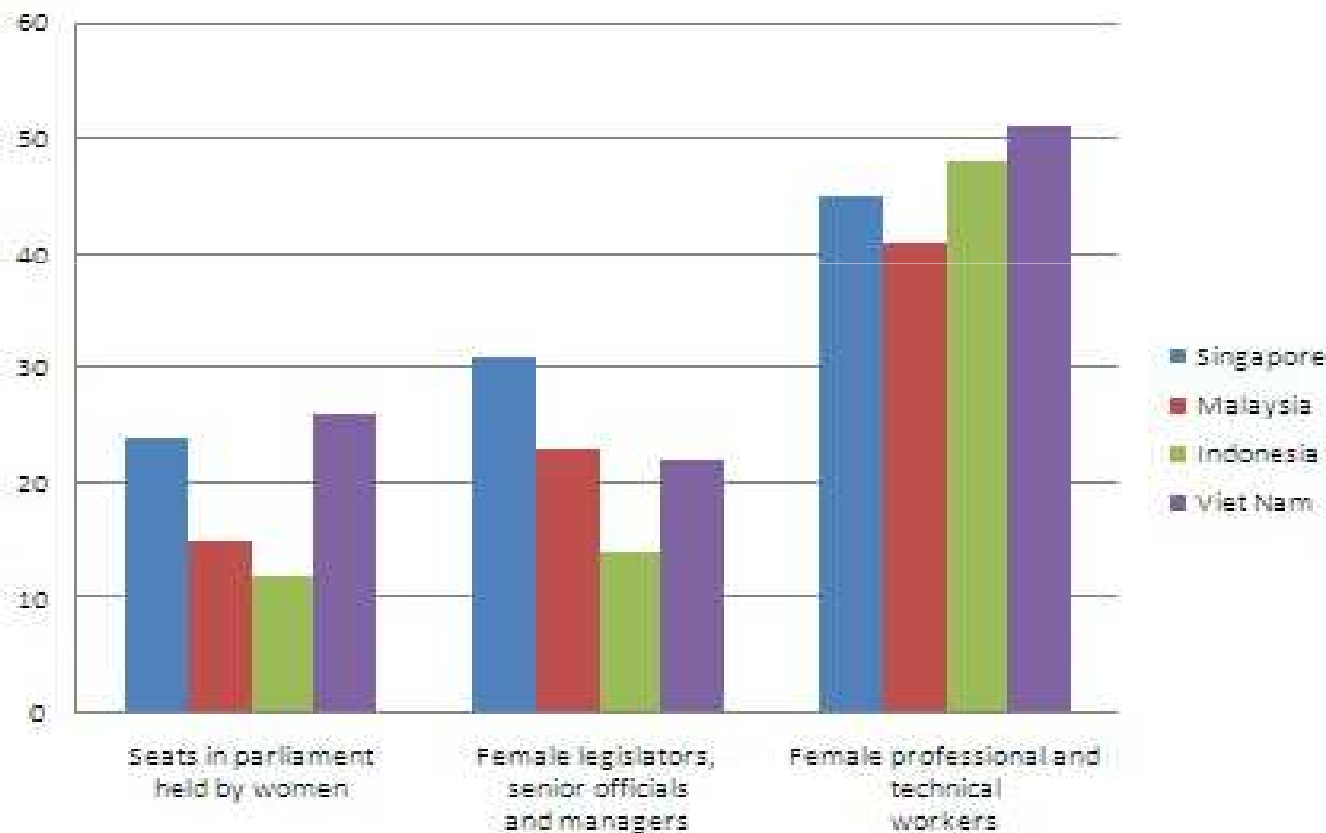
15<sup>th</sup> UNESCO APEID  
6<sup>th</sup> – 8<sup>th</sup> December 2011  
Sultan Hotel Jakarta



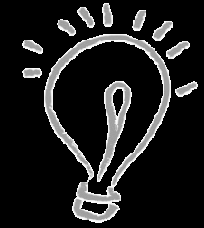
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Indonesia

# Indonesia Women Entrepreneurship

Gender Empowerment Measure Components



It can be seen Indonesia has small numbers in women involvement in sectorial level. More over, because of the persistent ideology, structural and cultural factors on gender has been absorp by community socio cultural, women tend to be put on the second layer.



# FACTS

- From the 230 million population of Indonesia, female-gender reached 49% of the total population, only 2% rules in the business and only 0.1% of the Women Entrepreneurs from the total population in Indonesia

## Entrepreneurship

## Access to Capital

- The sub-ordinate position of women is reflected in all system including the law. Women led household is not recognized and must face rights discrimination in their social politics life
- The Indonesia social structure and values is almost never consider women as a leader of households; For access to credit, the financial sector only chose man for taking the advantage

- Unemployment rate the women is still higher than men.
- Wage Gap between men and women still significant
- Job vacancies : Men 88.6% - Women 69.3%
- Many Women are engaged in the informal in the sector due the fewer job vacancies and flexibilited of work style

## Higher Value of Employment

**Patriarchy still persist.....**

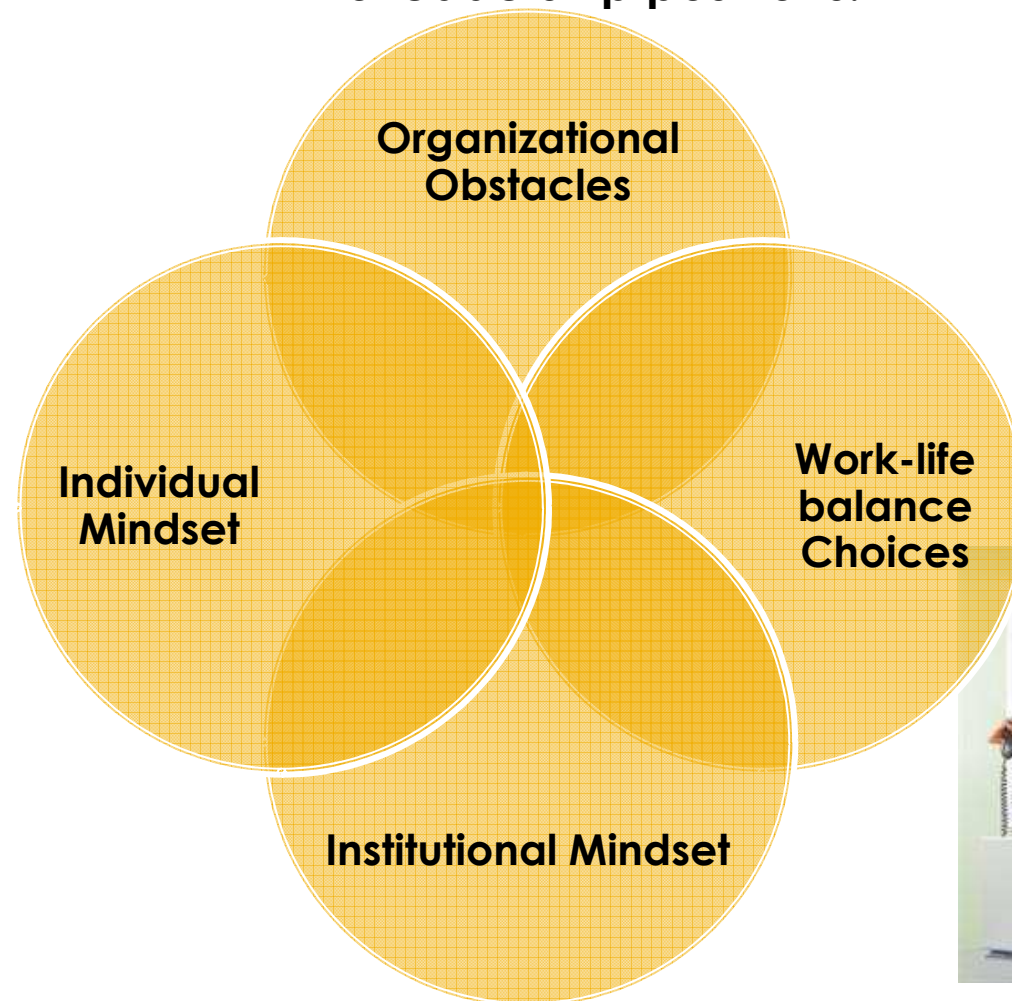
# Indonesia – Women Empowerment

- Still much to do in Indonesia to get women empowerment in terms of:



# Women in Leadership Role

Studies have identified 4 major barriers preventing women from moving up to leadership positions:



# Women and Access to Capital

## Access to Land and Property

Women's access to land generally depends on their status as wives and/or daughters and they are likely to lose their property and land rights upon widowhood.

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Relatively few households opt for joint titling because registration officials don't explain adequately that title certificates for marital property can be issued in the name of both spouses

## Access to Finance

Number of avenues that hinder women's ability to meet their financial needs :

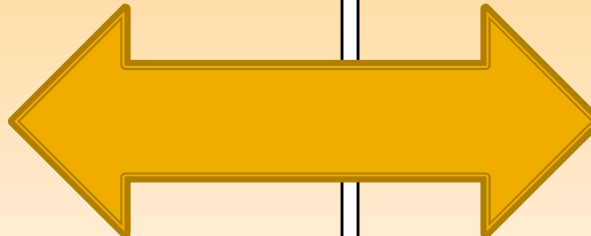
- through legal regulations
- social norms
- family responsibilities
- behavioural attributes

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Programs :

State Ministry of Cooperatives and Small & Medium Enterprises → PERKASSA

State Ministry for Women's Empowerment  
→ PEKKA



# Women and Access to Market



Women entrepreneur have limited knowledge about access to market and tend to use more traditional channels.



Some report on women stated that women are feeling less equipped to deal with complex procedures and not having sufficient information on procedures and regulation



The ability of women active in the marketplace to expand their markets (domestic & int'l) can be improved by enhanced business acumen (incl. Mentoring and technical assistance) and better access to information on the regulatory environment and market opportunities (incl. match-making and technical assistance)

# Women and Access to Skills and Capacity Building



- The recent World Bank study has showed that there is a need to set up a number of mentoring and investing organizations or women
- Access to information is critically important to expanding women's economic roles and requires the attention of many emerging countries

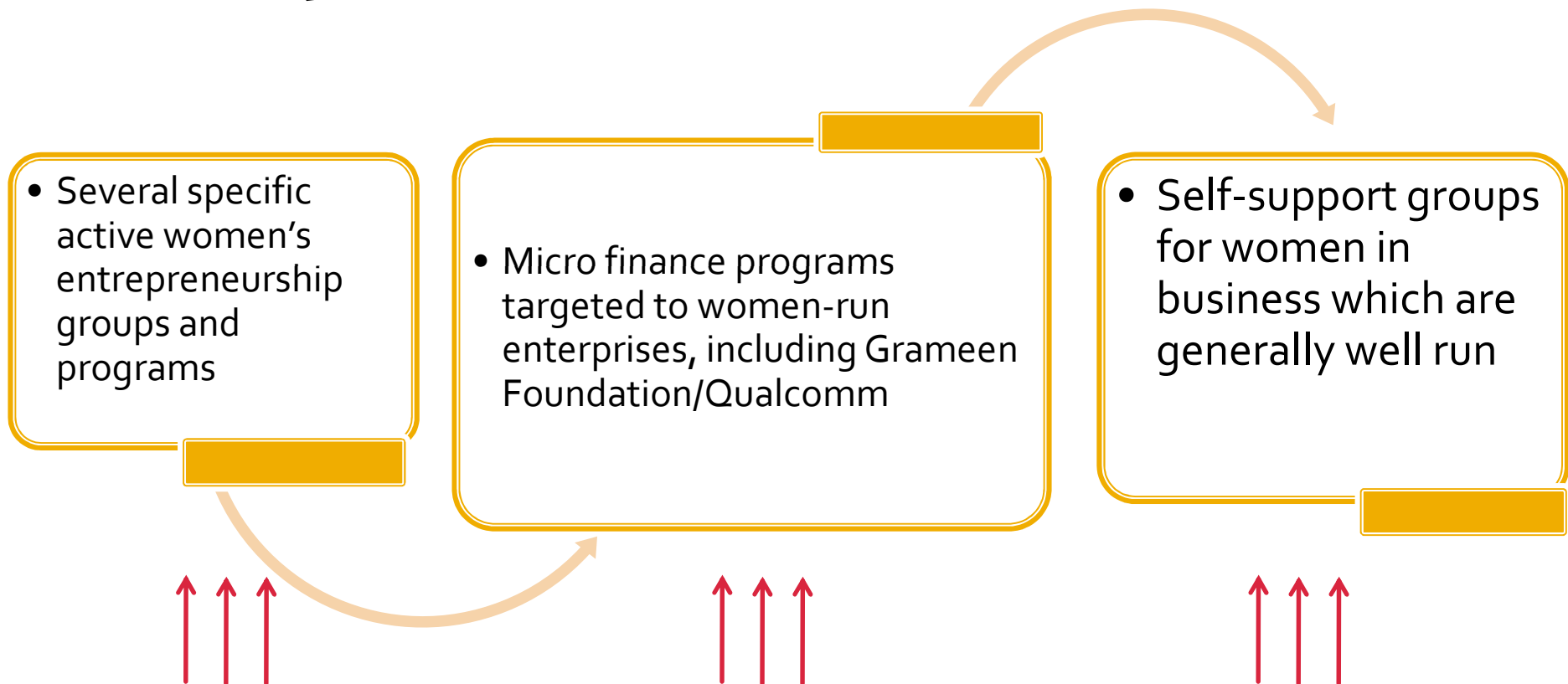
- Types of Skills & Motivation training :
  - Exchange visits
  - Networks
  - Mentoring
  - Counseling
  - Role Models- Consultancy
  - Training





# Building on these foundations

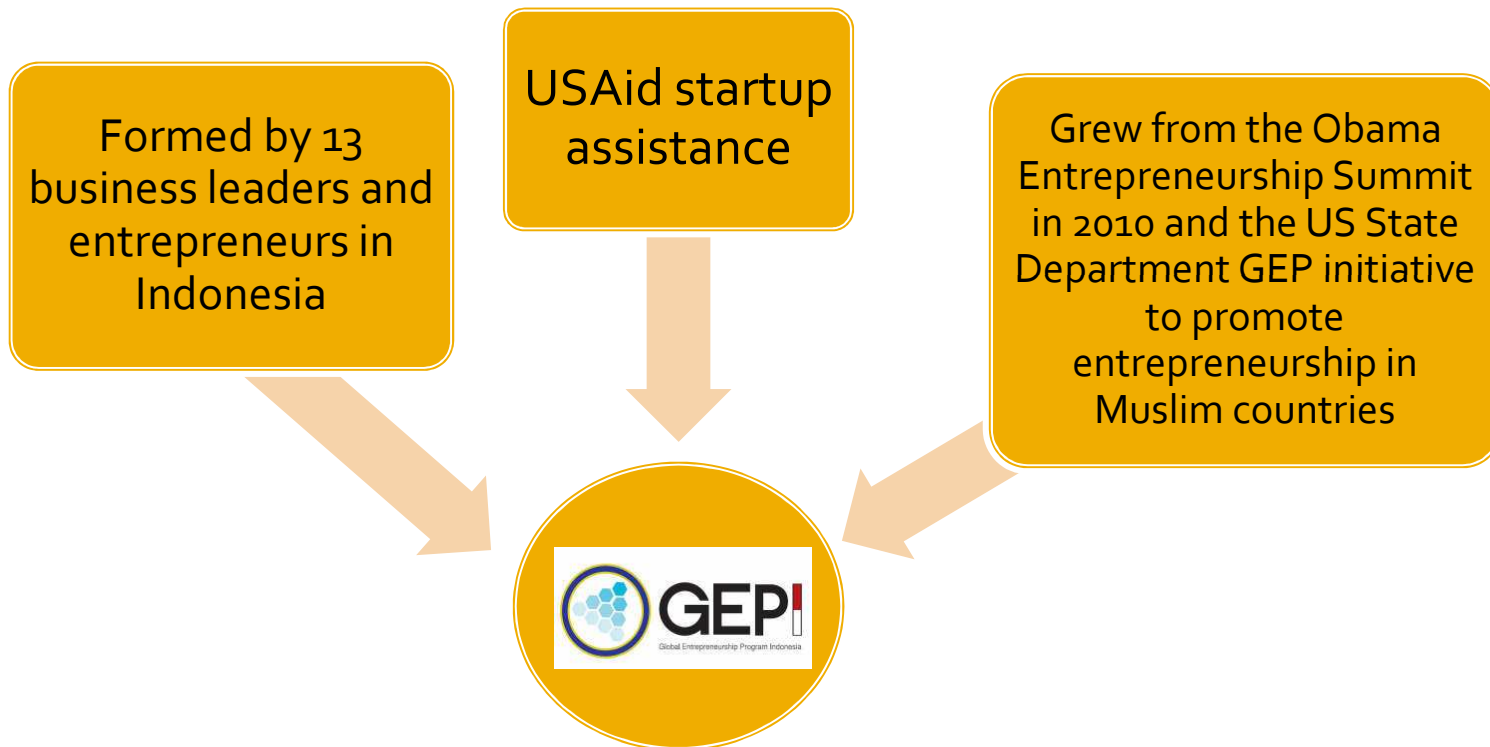
## Already in Indonesia



**We need to speed up and deepen actions**



# - A Catalyst for Entrepreneurship





# and Women Entrepreneurship

GEPI not gender specific but aims to catalyze change in the entrepreneurship scene and work as an umbrella group



GEPI can drive specific improvement for women

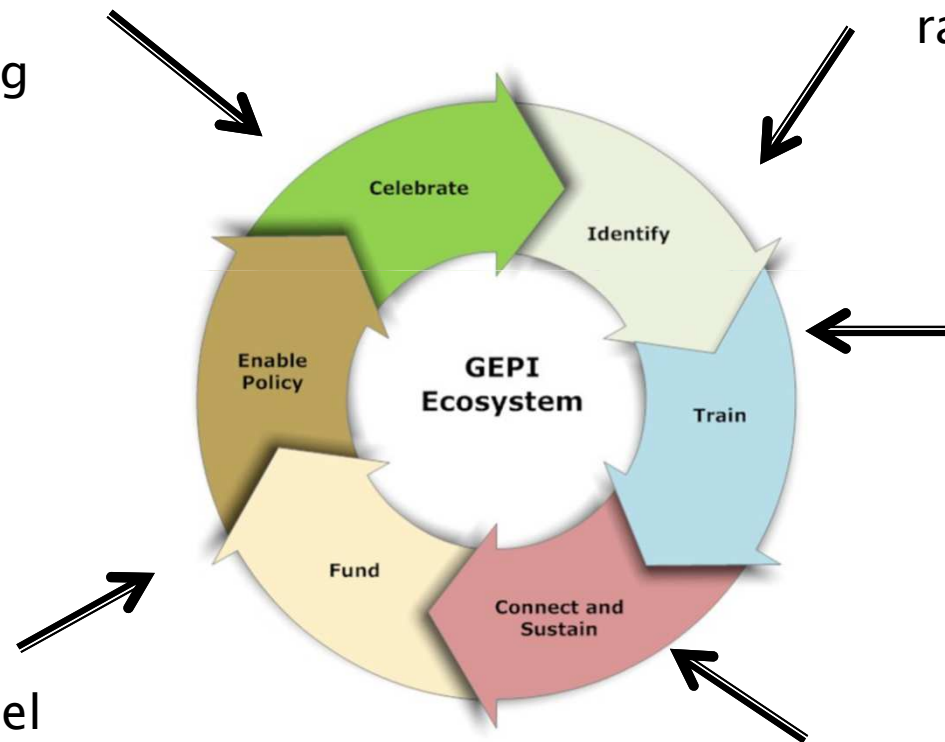


GEPI can exert leverage to fill gaps in entrepreneurship development in Indonesia like gender bias and access to finance

# Filling gaps with more capacity & confidence building for Women

More middle level icons of success among women entrepreneurs

Earlier education on entrepreneurship to raise aspirations



More mentoring and training on how to make business and financial plans

A specific angel investor plan by women for women

Connecting emerging women entrepreneurs with each other and mentors

# There is great potential....

Women make up 49%  
(percent) of the  
Indonesian population  
of about 230 million

Indonesia is a young  
country with a median  
age of 28 years

Indonesia is  
connected  
domestically,  
regionally and globally

...but key questions remain

# Is there a glass ceiling to break?



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# Thank you....

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