

Role of Women Empowerment in Rural Entrepreneurship in District Mianwali (Pakistan)

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Abstract

This paper, discuss entrepreneurship as one of the factors that influence the economy and development of a nation, either directly or indirectly. It is a fact that entrepreneurship plays a significant role in shaping the landscape of a country's economy. Entrepreneurship is the engine of economic growth and it has come to be perceived as a catalytic agent for expansion and promotion of productive activities in every domain of economic life all over the world. Rural female are key agent for the development of any country. They play a catalytic role towards the achievement of economic, environmental and social change requires for the sustainable development. For the development of any country the equal participation of women and men are necessary. The number of owned business increased nearly 3,000 since 1972 in Pakistan. This research will focus on especially female entrepreneurship for the rural development in Mianwali. This research will also focus on finding rural entrepreneurship influences the economy of Mianwali. It will then proceed to present an overview of relevant variables used in determining the role played by entrepreneurship in the rural women of Mianwali in Pakistan. There will then follow a discussion on the advantages of rural entrepreneurship to the economy. There is focus indeed in women entrepreneurship by encouraging, appreciating, and support them. Focus is needed in female entrepreneurship by appreciating them for their work and contribution in the field of nation and independent development. This research will focus to enhance the entrepreneurship skill of the rural women and their empowerment.

Keywords: Women Empowerment, Rural Entrepreneurship, Independent Development, Social Change

1. Introduction

Entrepreneurship is described as the ability of an Individual or a group of individuals to create or discover an Opportunity and utilize it to the benefit of the society, which will bring success to the innovators and their organization. Empowerment is associated with the daily essentials. It spends out from the daily life to the state power. This is every part of human beings concern with empowerment from society to getting access, to research, to meet demands, to political decision making process. Empowerment has to be perceived and realized as a whole in critical process that includes social, physical, psychological, economic and political empowerment. The origin of the concepts is found in the ideas of Brazilian educationalist Paulo Freire. The shift in development theory during the 1980 away from the assumptions of top down change towards an alternative development model as its root, a concept of empowerment as a form of development change was brought about by local problem solving efforts and techniques. It is a process where in the powerless or disempowered gain greater share of control over resources and decision making and since women are generally the most disempowered members of the oppressed classes, empowerment has been described as nurturing, liberating, energizing the un affluent and the unpowerful (Barkat, Abul,1994).

1.1 Rural Entrepreneurship and Women Empowerment

Rural entrepreneurship is defined as entrepreneurship whose roots lie in the rural areas but has a lot of potential to drive endeavors in business, industry, agriculture, etc. and contribute to the economic development of the country. It is the synonyms of rural industrialization.

Women empowerment is the process of empowering women .The empowerment of women is essential for sustainable development of growth. Empowerment can be defined in many ways, however, when talking about women's empowerment, empowerment means accepting and allowing people(women) who are on the outside of the decision making process into it.

1.2 Women Empowerment and Economic Development

Women empowerment is the process of empowering women. It is the process for women to redefine gender roles that allows them to acquire the ability to choose between known alternatives that have otherwise been restricted from such ability. Development is a broad concept entailing the raising of human capabilities (Sen 1999). An event constitution a new stage in a changing stage Development is a process that creates positive change, growth, and progress

The basic purpose of the development is to raise the quality of life, expansion of income, and employment opportunities. The development of any nation can be measured by the HDI (Human development Index) which was the developed by the UN development program (UNDP) in 1990. Now a day's women empowerment and development has become a significant topic. They are very closely related in one direction. Development itself bring about woman empowerment and empower of women bring change in the decision making which have a direct impact on the development. Women empowerment leads to improvement in children welfare, health nutrition. Types of empowerment in women:

- Social Empowerment
- Education Empowerment
- Economic Empowerment
- Political Empowerment
- Psychological Empowerment

1.3 Women empowerment in Pakistan

Pakistan is the 24th largest in the world and the 42nd largest gross domestic product. It has a population of over 207 million and over 36% of its economy informal. The informal sector accounts for 85% of the population. According to the UN HDR reports 2016, Pakistan ranks 147 in the United Nations development programmes human development Index. Pakistan has achieved some macroeconomics stability over the past three years, and the fiscal deficit in the shrunk from eight percent to below five percent. Pakistan has made large efforts to ensure that its growth has been pro poor. The head count of poverty has fallen from 64.3% in 2001-02, to 29.5% in 2013-2014 (World Bank, 2017) Gender disparities; however, persist in education, health and all economic sectors. Pakistan has one of the lowest female labour force participation in the region (World Bank, 2017). According to the world economic forum gender equality ranking. Pakistan has a gender inequality index of 0.556 ranking it 143 out of 144 countries in the 2016. Gender disparities are evident across political, social and economic sphere. In Pakistan 20% of parliamentary seats are held by women and 26.5% of adult of adult women have reached at least secondary level of education compared to 46.1% of Male counterparts. For every 100,000 live births, 376 women die from pregnancy related causes, placing Pakistan in the bottom of 25% of the world countries in terms of maternal mortality rates. The lack of parity for a good education is hitting Pakistan girls is the hardest. There has been a persistent gap of 23% of literacy rates as put forth by government of Pakistan in their economic survey. The lack of education effects skills training. Only 11% of women receive any technical or vocational training and are often marginalized In the term of the training offered. There is need to link skill training to market demand. On a more positive note there is an increase in the number of young women between the age of 15-24 who are obtaining higher education and entering the professional category.

1.4 Empowerment of Women Through Entrepreneurship

In the early 1980 the United Nations reported that globally women performed two third of world work, earned one of the world income and owned one hundred of the world economic resources (Lavoice, 2000). Instrument of women empowerment employment or entrepreneurship. Why women are choosing self-employment or entrepreneurship? One study revealed that autonomy was a rated high as a means to obtain personal freedom. This level of autonomy provides the opportunities to

1. able to make their own decisions-decisions making indicates the choice which is the basis of empowerment
2. able to do preferable work is nontraditional fields implies opening to move powerful networks, which leads to directly to the empowerment

3. attain financial independency- financial independence is a major contributing factor in the empowerment of women

1.5 Statement of the problem

Status of women in Pakistan is a major barrier for the empowerment and development of women entrepreneurs. Research identified a lack of access for women in finance, business, training, social capital, household responsibility, norms and male dominance in a society these are influencing factors for the rural women entrepreneurship and the empowerment of rural women. For few last years, the micro credit loans provided to women to start their own business and encourage the women entrepreneurship. Recent research showed that these micro credit programs play a significant role in the women business (Mahmud 2017). Empowering of women in entrepreneurship break the inequalities and reduce the poverty in the country. The government has realizes the importance of women in business as a result government offer different programmers for women entrepreneurship. Therefore this study will help to investigate role of women in entrepreneurship and the development in Pakistan. The general objectives are to analyze how the women entrepreneurship and women empowerment influence the women capacities and the role of women in the development of country.

1.6 Objectives of the Study

- To analyze the impact of rural women entrepreneurship in rural areas.
- To study the factors for rural women empowerment and development.
- To find out the economic factors of rural development.
- To analyze the impact of rural entrepreneurs in rural areas
- To describe the role of gender in rural entrepreneurship
- To ensure that women participation as equal in national empowerment and development.
- To examine all ongoing and new programme, (by govt or non govt), budgets which support the female business?

2. Literature Review

In Pakistan it refers to establish and protect the women rights. Dr. Jaweria defines feminism in Pakistan freedom of women as equal as men. Feminist are those women who raise the voice about violence want to enjoy equal chances and opportunities. Some researcher argues that this freedom is myth. But in Pakistan women are exploiting from their men. They are still fighting for their basic rights. the social, economic, environment of Pakistan make difficult to fight attains basic rights. in 12th February, 1983 women lawyer association was beaten baton „charged in rally against the law evidence in Pakistan two approaches exist about feminism. Modern Islamic approach and secular approach. Amina wadud, asma barlas and riffat hassan are modern Islamic feminist they focus on women rights as Islam gave them 1400 years ago. But there are some secular feminist like fouzia saeed and Shahnaz Rousa they focus on the basic human rights. Islam gave the basic rights to women many years ago, it was the first religion to grant women rights. In Pakistan history, Fatima Ali Jinnah, begum Rana stand for women to promote the social and economic standard of women across country. Women action forum was established in 1981 on the behalf of women. But real feminist came in 1990 during the reign of Benazir Bhutto

who became as first women prime minister of Pakistan. Feminism (2009) the Islamic council of Pakistan opposes wears burqa and that time honor killing raised. General Pervez Musharraf encouraged women to involve in sports, politics, social and media. However the proportion of Pakistani women employee is less than as developed countries. The message of feminism is to make the lives of women easier, protect them and provide the basic rights.

Islam improved rights and status of women. Islamic law imposed the status of women, give the rights of inheritance. Women also received the property rights. Hazrat Muhammad (PBUH) consulted the women and umm Warqah appointed as household of Muhammad. Women are involved in hadith and engaged in transmission. Hazrat Ayesha the wife of Hazrat Muhammad (PBUH) had authority in medicins and any hadith referred by her and she narrated 2,210 hadith and spread the message of Muhammad. Hazrat Umar appointed women to serve as officials in the market. Women recognized as teacher, spiritual mother and adherents in Islam history. Khayzarun she was Muslim ruler and governed the Muslims. Two women held power in Yemen in the eleventh century. The status of women in Islam is confirmed but some barriers affect them like cultural barriers, norms and patriarchal norms. Islam ensures equality both male and female. Islam imposed that marriage should be based on mental and spiritual needs to avoid conflict. Hazrat Muhammad PBUH empowered the women and argues that women should participate in worships. His door was always open for the advice and consultant and meet to him for women. Quran gave the respects and honor to women. Hazrat Mariam the mother of Hazrat esaa known as Religiosity, sincerity, and extra ordinary divine. The surah Mariam is present in Quran. When first revelation received hazrat Muhammad (PBUH) he went to his wife and meets her. However the Muslims should follow the hadith and quran to recognize honorable status of women.

2.1 Conceptualization Frame Work

Independent Variable:	Dependent Variable
Age Family size Income Makings Education Marital status Entrepreneurships Loan access Standard of living	Women empowerment Development

Table: 1 Conceptualization Frame Work

3. Methodology

In a research paper the methodology section allows the reader to critically evaluate the study. After making a careful review of available literature on the subject as well as using questionnaire. For present study 100 women will be selected from the rural areas of Mianwali. The respondent of my research are randomly selected (Each element of population has an equal chance). The main purpose of the selection of Mianwali is due to the easily data collection from the backward area. This is quantitative research and the data will be collect as a questionnaire. Quantitative method is used to verified the hypothesis about the phenomena .For this purpose

highly structured method is used to describe the characteristic of population, measure variation, and predict causal relationship among variables. Commonly in this method variable are measured by numerically and research design remain same throughout the study. Data will be collected in 1 month during June and July through convenient sampling technique and SPSS will be used for data analysis. This technique allows the researcher that involves the sample being drawn from that part of population that is close to hand and this is a non-probability sampling. Sample consist of small rural women entrepreneurs who are small scale, micro social entrepreneurs. I will collect the data from successful entrepreneur rural women. The structure of questionnaire will be compromised with semi structured and open ended question. The questionnaire will be conducted between 50 to 60 minutes. The data categorized and analyze through SPSS. The category of business is some traditional sector such as garments, education (home tuition), hand embroidery, Poultry Dairy products, and handmade jewelry.

3.1 Study Area

The present study will be conducted in Mianwali. It is capital city of Mianwali in District. Its population is 118,883(2017) It is located in Sargodha Division. It is the home of recently Prime Minister of Pakistan Imran Khan. It is the main agriculture zone and Indus river flows here.

3.2 Population for Study

Population or universe means the entire mass of observation. In census survey, the count of individuals,(women) is known as population. In my population is clearly identified that women who are doing small business in the rural area of Mianwali. As the study will be carried out in Mianwali. All married, un married, widows are included in the present study.

3.3 Units of Analysis

As this study is designed to access the women empowerment and entrepreneurship in rural areas so the sampling unit of respondents for this study all married, unmarried, widows and divorced are included.

3.4 Primary Data Collection

In orders to fulfill the objectives set, a sample study will use well framed questionnaire that will filled by the respondents. The respondents with varying background will select based on the importance of their location of the rural women entrepreneur's, age, family size, marital status, education, monthly income, nature of business, number of hours devoted to business. I will collect the filled questionnaire from 100 numbers of respondents.

3.5 Secondary Data Collection

Secondary data refers to those data that is collected by someone other than the user. To conduct present study a number of books, journals, thesis and articles were reviewed. For this purpose various libraries visited and various website on internet explored. Information will collect by scholars who are doing same work on empowerment of women and the development of rural areas. Relevant data will be collect from published reports that are issued by national on international Organization.

4. Results Analysis and Discussion

Tests are the tools of the instrument and it guides it researcher in data collection and also in

evaluation. Tools may vary in design, administration, and interpretation. Each tool is suitable for the collection of certain type of information. One has to select from the available tools those which will provide data he/she seeks for testing hypothesis. It may happen that existing research tools do not suit the purpose in some situation, so researcher should modify them or construct his own there are two research tools. I have selected the questionnaire as a research tool for my quantitative method research for the data collection from my respondents.

Frequency	Percent	Valid Percent
31	30.7	31.0
47	46.5	47.0
16	15.8	16.0
6	5.9	6.0
100	99.0	100.0

Table 2: Marital Status

In this table show that 100 women are respondent. Single women are 31% married are 47% divorce are 18% and widows are 8%.

Frequency	Percent	Valid Percent
9	8.9	9.0
37	36.6	37.0
38	37.6	38.0
16	15.8	16.0
100	99.0	100.0

Table 3: Age Group

Above table show about the age group of respondents 9% women are between 20 to 30 years, 30to 40 women has 37% 40 to 50 are 38% while 50 to 60 years women are 15%.

Frequency	Percent	Valid Percent
z	12.9	13.0
38	37.6	38.0
34	33.7	34.0
15	14.9	15.0
100	99.0	100.0

Table 4: Monthly Income

The above table show about the income level of respondents 13% women have 10,000 to 15,000monthly income While 37% respondent has 15,000 to 20,000 34% women has 20,000 to 25,000 monthly incomeand 15% has 25,000 or above monthly income.

Frequency	Percent	Valid Percent
32	31.7	32.0
38	37.6	38.0
17	16.8	17.0
13	12.9	13.0
100	99.0	100.0

Table 5: Level of Education

The above table show that level of education of respondents 32% are illiterate 37% has primaryeducation while 17%, 13% has matric or above

Frequency	Percent	Valid Percent
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81	80.2	81.0
19	18.8	19.0
100	99.0	100.0

Table 6: Self- Starter

The above table show about the self-starter 81% start business as self-starter but 19% has other sources.

Frequency	Percent	Valid Percent
69	68.3	69.0
18	17.8	18.0
7	6.9	7.0
6	5.9	6.0
100	99.0	100.0

Table 7: Reason to Start of Business

The above table show about the reason to start of business 69% started to survive,18% women want to become role model in this society, 7% women want to do different and 6% women has other reason.

Frequency	Percent	Valid Percent
42	41.6	42.0
37	36.6	37.0
17	16.8	17.0
4	4.0	4.0
100	99.0	100.0

Table 8: Time to Establish Their Business

The above table show about the when they established their business 43% are running their business between 1 to 5 years 37% and 19% are established from 6 to 15 years and 4% are established ago 20 years.

Frequency	Percent	Valid Percent
34	33.7	34.0
29	28.7	29.0
32	31.7	32.0
5	5.0	5.0
100	99.0	100.0

Table 9: Types of Business Running

The above table that 34% women are running shop 29% are suppliers, 32% are wholesaler and others are 5%.

Frequency	Percent	Valid Percent
38	37.6	38.0
62	61.4	62.0
100	99.0	100.0

Table 10: Access to Market

The above table show that 38% women has the easily access to market while 62% has no access.

Frequency	Percent	Valid Percent
66	65.3	65.3

35	34.7	34.7
101	100.0	100.0

Table 11: Relationship with Other Successful Business Owner

The above table show that 66% women has relationship with other successful business owner, while 44% has no relation.

Frequency	Percent	Valid Percent
74	73.3	73.3
27	26.7	26.7
101	100.0	100.0

Table 12: Spouse Support Their Entrepreneurial Aspirations

The above table show that 74% women spouse support their entrepreneurial aspirations but 27 % are not.

Frequency	Percent	Valid Percent
69	68.3	69.0
31	30.7	31.0
100	99.0	100.0

Table 13: Women have Marketing Skills

The above table show that 69% women have marketing skills but 31% women have not marketing skills.

Are women entrepreneurs go about their business without compromising their social and domestic role?

Frequency	Percent	Valid Percent
81	80.2	81.0
19	18.8	19.0
100	99.0	100.0

Table 14: women entrepreneurs go about their business Without compromising their social and domestic role

The above table show that 81% women entrepreneurs go about their business without compromising their social and domestic role but 91% women are not sure.

Frequency	Percent	Valid Percent
31	30.7	31.0
51	50.5	51.0
12	11.9	12.0
6	5.9	6.0
100	99.0	100.0

Table 15: Financial Issues

The above table show that 31% women faced gender and society barriers 51% women faced financial issues 12% women faced lack of information and 6% women do not get support.

Do you feel that women have lack of lack of opportunities to getfunding debt gender equality?

Frequency	Percent	Valid Percent
82	81.2	82.0
16	15.8	16.0
2	2.0	2.0
100	99.0	100.0

Table 16: Financial Issues

The above table show that 82% women faced lack of funding due to gender inequality 16% women do not feel and 2% women do not know.

Women’s Empowerment

Frequency	Percent	Valid Percent
10	9.9	10.0
90	89.1	90.0
100	99.0	100.0

Table 17: Empowerment

The above table show that 10% women are empowered and 90% are not empowered.

Is government or NGO concerned in increasing a women access toequal opportunity as men?

Frequency	Percent	Valid Percent
21	20.8	21.0
51	50.5	51.0
28	27.7	28.0
100	99.0	100.0

Table 19: Equal Opportunity

The above table show that 21% women are positive that government or NGO concerned in increasing a women access to equal opportunity as men but 51% are not and 28% women do not know about that.

Does national cultural effects the number of women in entrepreneurship?

Frequency	Percent	Valid Percent
86	85.1	86.0
14	13.9	14.0
100	99.0	100.0

Table 20: National Cultural Effects the Number of Women in Entrepreneurship

The above table show that 86% national cultural effects the number of women in entrepreneursbut 14% women do not effects by the national culture.

Can women get empower through labor activities?

Frequency	Percent	Valid Percent
98	97.0	98.0
2	2.0	2.0
100	99.0	100.0

Table 21: Women Get Empower Through Business

The above table show that 98% women get empower through business but 2% could not get.

Do you think that women are more innovative and can change thebusiness world?

Frequency	Percent	Valid Percent
98	97.0	98.0
2	2.0	2.0
100	99.0	100.0

Table 21: Women are more Innovative and can change the Business

The above table show that 98% women are more innovative and can change the business worldbut 2% women do not think.

Women empowerment and entrepreneurship has become one of the biggest movements in Pakistan and many Pakistani women have proven to be building block. Women has pure passion for their work and their good deeds they are very well and true inspiration for everyone in whole world. Most of them are known and respected throughout the wold.in almost every society, rural women participate equally in every filed of life, they work with their men in filed and also doing a great job in household activities. It is believed that the primary concern of women is household job. Women in Pakistan heavily dependent on different variable like cast, class, age, status.

5. CONCLUSION

This research focuses on the entrepreneurship of women deals to the empowerment of women in rural areas. In this decay the trend of women entrepreneurship is increasing day by day, and people believe that without the participation of women, country cannot progress. In Pakistan the responsibilities and opportunities vary from area to area with their class setup. The Pakistan has structural inequalities, so female entrepreneurship in Pakistan cannot participate in economic and social activities as compare to developed countries. The purpose of this study was to find the role and empowerment of women in rural entrepreneurship, for the rural development in Pakistan. Women empowerment is one of the contemporary issues in on international forum. Women empowerment is a multidimensional process and requires the analysis on the women rural entrepreneurship for the women empowerment and development. Entrepreneurship in rural women plays a vital role and made them realize their value in society with the hope for change.

The study focused on women in Mianwali which is rare inclusion in previous other empirical researches. Finding showed that rural women entrepreneurship had a positive impact on the rural women health, house holding decisions, education, confidence, and living standard of life in Pakistan.

Rural women entrepreneurship is a tool to achieve women empowerment among less educated, less skilled women who are being avoided by traditions and customs of society. Generally women especially in rural areas are less educated and invest small amount of money to run business to earn some income by their own with which they can support their family or to raise the children education. They do not have access to financial sources due to lack of awareness. Some NGO are providing microcredit, but small in size with high interest rate. Women entrepreneurs face the gender discrimination; therefore they have lack access to the market and mobility.

Women entrepreneurs are playing dual role by doing household activities, and running their own business. In rural areas women are less educated, therefore the trainings, skills development program would be effective to run their business with confidence. NGO, Government and society should break the women barriers for women entrepreneurship for the development of country. Women entrepreneurship policies should be designed in order to help in running the business Activities and access to the market.

5.1 Empowerment in Rural Entrepreneurship in Pakistan

- Micro financing scheme, trainings and development
- Lack of access to finance, market and network, literacy and training skills.
- Gender discrimination and inequality, cultural barriers, minds set toward women in society
- Support from NGO and government, women entrepreneurs
- Women empowerment and rural women entrepreneurship is interrelated entrepreneurship will bring empowerment in women and will change the decision power in women.
- Women empowerment can bring equal chance for women in society.
- Women entrepreneurship leads to women improvement in developing countries.
- To bring equality between men and women there is essential to take policies that support women.
- Women promotional organization should establish specific strategies to increase female business.
- There is also need for opening more training center to increase the trained female entrepreneurs
- The promotional and regulatory agencies should be motivated and helpful towards women entrepreneurs.

5.2 Future Recommendation

- Government should increase the subsidy for women

- The way to access the loan should make easy and provide free interest loan
- Create enabling environment for women entrepreneurship
- Promote modern technology in rural areas
- Make good infrastructure and roads for better marketing and increase the mobility
- Exhibition should arrange on the national and international level
- Conduct the seminars and arrange skills training programs and organize the counseling services. They should be compulsory trained in extracurricular activities and trained in self defence
- Practical knowledge like cost accounting and financial management can be imparted
- Special attention must be given to women to promote the women entrepreneurship
- Provide equal opportunities as men have.
- Promoting women entrepreneurship requires the change in attitude, unless it is gradual process but it is necessary.
- Women must be pushed to recognize their needs

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