

## **Relationship between gender discrimination, meager family support and financial institution for women entrepreneur growth in Pashtoon and Baloch culture of Balochistan, a women entrepreneur perception**

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### **Abstract**

*The purpose of this research was to evaluate the relationship between gender discrimination, meager financial institution and family support for women entrepreneur growth in Pashtoon and Baloch culture of Balochistan from the women entrepreneur perception. The study was constructed in various districts of Pashtoon and Baloch areas of Balochistan during March-August, 2016. As the study pointed out the key issues relating to various factors which hinder women entrepreneurs in the Pashtoon and Baloch culture of Balochistan. It was a descriptive and casual research with self-administered questionnaires. The contribution of women in this sector is the essence of development of province, therefore. this research was conducted to determine the causes that constraints women entrepreneurs due to lack institution and family support in Balochistan, and do not let women to avail business opportunities . The findings reveal that the women entrepreneurs' growth is constraints by meagre financial institution and family support as the cultural restriction does not let the women entrepreneur to work with ease and to flourish their business.*

**Keywords:** Business opportunities, finance to access, women discrimination, managerial skills, market, cultural support.

### **Introduction**

Entrepreneurship is a French driven word which refers to undertaking something or a person who is highly attracted by an idea and combines all resources i.e. financial, capital and equipment to establish a business and more specifically a woman entrepreneur can be defined as: "those who use their knowledge and resources to

develop or create new ideas who are actively involved in managing their own business and at least 50 percent of businesses have been in operation in longer than 1 year (Moore & Butter, 1998). The global history of women entrepreneurship started in 16th century and top business women of the time was

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Margret Harderboeck at new Amsterdam resident who built her own fortune by trading, amassing her own fleet of trade vessel of goods between new world and Europe (Ekpe et al., 2010). In 1910-1939 women business was limited to millinery, retail shop, and hotel Katie, et al., (2015). They were in business to support their families and another reason it was inherited from their fathers (Emma, 1992). The other period was (1940-1945) during world war 2 that brought so many ladies out of their homes into work force and one of the role models of those times was Paulin trigger (1908-2002) who introduced how to generate income from home based things and moved to New York from France started her own business which became high end fashion house few years later (Shelly, 2005). By early 1960s the social concepts changed and allowed more flexibility for women in business and divorce rate had increased and single mothers they had to bear expenses of their kids therefore more women got involved in conducting business. The renowned women of those times were Ruth Foretell, Mary Kay Ash, who had established their own advertising companies (Sharda, 2006). Patty Dedomicial (1970) opened her own employee agency which was thoroughly distinct category for women growing entrepreneurs (Rick and Julia, 1987). In 1980, US politicians started accepting women entrepreneurs. In 1989 president George H.W Bush appointed Susan Engel as the first woman to head small business administration. Recently in 21st century attempt has been done to great extent by World Bank and other financial institutions to access loans and opportunities for women who believe in selfconfidence (OECD, 2004). Giving a glance to our own business women one of them Jahan Ara the master mind behind Pakistan software association house who are trying to develop projects and software in Pakistan Maria, (2014). Rabia Garib the writer of CIO Pakistan magazine one of the largest business technology leadership magazine. There are so many others who have face many hurdles and now they are on the road to success. Women entrepreneurship is a very important tool for boosting the economy of the country there was it is an undeniable area and needs to be highlighted the women entrepreneurship should always be motivated in a society (Friedrich and Mondher, 2003) where the women population is also a majority, therefore this study has been undertaken to determine the main areas and hurdles that do not let women to avail business opportunities. The study would also contribute in provision of some solutions towards hampering the hurdles that do not let women to enter business arena. From several literature review and findings there are several factors that do not let women in Pashtoon and Baloch areas to avail business opportunities Important issue that doesn't let women to avail business opportunity is lack of finance which can be said as life blood of any business Katie et al., (2015). Initially some amount is at least required for commencement of any business which can't be managed somehow therefore women do not enter in business it has the following sub categories: Interest rates, collateral security, Lack of capital, and Gender discrimination in loan provision. The interest rates are very high in banks therefore they hesitate to approach banks for capital and loan. For sanctioning of loan banks ask for collateral security and women are unable to provide therefore they can't get capital. Whether business is small or large but capital is required and in developing countries the disposable income is very low therefore they can't manage capital to start any business. From the decades it has always been a matter of concern that banks do not pay loans to ladies easily because they do not consider women credible. Or loans are paid in small amounts that it can only make capable of business establishment in small scale (Ibru, 2009).

Lack of business skills and knowledge is an independent variable that negatively affects the opportunities of business for women in Quetta. Before getting into any field the necessity is having knowledge of the field. Most of women having so many tremendous ideas and business minds do not enter into business because of having no knowledge of business (Shelly, 2005). It can be divided in the ways, such as: less managerial business skills, lack of business trainings, motivation & leadership skills, risk taking attribute, no door to door

selling, Improper marketing. For best maintenance of any work is to have managerial skills and know how to manage the field in best possible manner. Ladies are the best managers as housewives however but managing a business requires basic business management skills and these skills are very less in women of Quetta therefore it becomes a hurdle for them to avail business opportunities (Ali, 2009). One of the causes that do not allow ladies to enter into business field is lack of business trainings they do not possess proper knowledge business, skills. Trainings and seminars are not conducted to a notable extent to bring awareness about business in women in our country. Or the trainings centers are so limited and in located at far distances that every one can't approach (Belwal, 2008). In business field ladies are not motivated and their leadership role is discouraged because in developing countries women are considered subservient to males.& ladies cannot motivate their workers because for motivation most of times emotional words re not enough incentives need to be paid as well and due to limited resources they cannot fully motivate their labor.(Jamali,2009). The independent factor, risk taking factor is one of main constraints of not entering into business because majority of women do not start a business because they have a fear of failure and feel that if the business fails they would have to bear risk (Mordi, 2014). In this society the ladies are not socially supported and law & order situation do not allow women to have door to door selling of their products or items, therefore either woman has to adjust in these limited choices or back off business idea (Maria, 2014).

In starting of business the resources are so limited that ladies can't afford the expenses of advertisement companies and personally they cannot approach all sources of marketing for awareness creation therefore in initial stage their business either fails or runs in so steady pace that it doesn't recover expenses even.

One of the most important causes of not availing business opportunities is the socio cultural constraints because the cultural concepts are so restricted regarding women in developing countries that they are not accepted and even not allowed to enter into business field (Rick and Julia, 1987). Women in our country especially in Quetta cannot dream of business is lack of family support, family husband and kids' responsibility. Even if these hurdles do not exist still most of families do not appreciate their work and they are most discouraged when they come up with business ideas (Sara, 2006). Women leadership not preferred, large family size, Social network, and psychological constraints are the few important dimensions which may strengthen women entrepreneur in the Baloch and Pashtoon culture of Balochistan. In this regard, women are always considered weaker and inferior than therefore their character to be known as leaders and job providers are never appreciated. Either the leadership characteristics are not appreciated by their families or social restrictions have made so narrow boundaries for them that they do not think of being independent (Gap, 2014). Another constraint for women is their large family size as in this society the system of living separately is never appreciated therefore the family size are so large that they do not get time of going out and conduct business(Mordi 2014). Most of women are not allowed to have vast communications and social networking to share ideas and come up with new ideas in business therefore they cannot expand their minds and execute their business minds (Martin,1999). The psychological state can be the best supporter or best hurdle to come in business field because if it encourages that you can dare to be successful then it is a supporter or if it threatens from fear of failure or performance then it is a hurdle (Gap, 2014).

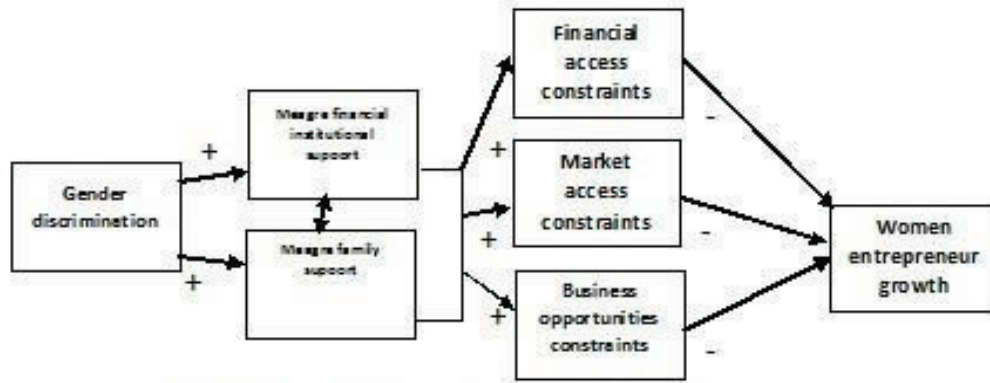


Figure 1: shows the conceptual model of the study

### Hypotheses

- H1:** There is a positive relationship between Gender Discrimination and meager support of financial institutions.
- H2:** There is a positive relationship between Gender

Discrimination and meager family support.

- H3:** There is positive relationship between meager Financial Institution Support and Finance Access Constraints.
- H4:** There is positive relationship between meager Financial Institution Support and Market Access Constraints.
- H5:** There is positive relationship between meager Financial Institution Support and Business Opportunities Constraints
- H6:** There is negative relationship between Finance Access Constraints and Women Entrepreneur Growth
- H7:** There is negative relationship between Market Access Constraints and Women Entrepreneur Growth
- H8:** There is negative relationship between Business Opportunity Constraints and Women Entrepreneur Growth.

### Methodology and data collection

Formal self-administered questionnaires were developed in order to determine the main hurdles that do not let women to avail business opportunities in Quetta. In order to determine the main hurdles that do not allow women to enter in business data was collected from different entrepreneur men & women .population was 3500.sample size of 100 was selected and questionnaires were distributed out of which 70 responded. The geographical area was Quetta. The questionnaire was self-administered .questionnaire was developed in the light available data from the literature review. A structured close ended questionnaire was developed which had the main part bearing question regarding the variables of interest.

**Table: 1 Means, Standard Deviation, and Correlations**

Items	Me an	S D	1	2	3	4	5	6	Bet a
1. Gender Discrimination	4.8	1.0	1.00						.898
2. Meager financial support from institution	4.1	.90	.801	1.00					.846
3. Access to Finance constraints	4.0	.72	.796	.885	1.00				.863
4. Market access constraints	3.4	.36	.831	.791	.839	1.00			.871
5. Business opportunities constraints	5.6	.29	.802	.811	.802	.876	1.00		.861

6. Women entrepreneur growth	4.7	.2	.6	10-	.5	11-	-	1.00	.826
		2		.455		.659	.840		
7. Meagre family support	3.5	.1	.7	99.849	.8	61.817	.888	-	.821
		8							.412

\*. All items are Correlated significant at the 0.05 level (2-tailed). Cronbach, L. J. (1951)

## Results and discussions:

The results of the study are supportive to the hypotheses. When variables are tested for correlation, it was found that they are highly correlated. For example gender discrimination and meagre financial support from institution were tested for correlation showed ( $r=.801$ ;  $p<0.01$ ) strongly correlated, when meager financial support from institution and finance access constraints were tested, they showed strong correlation as ( $r=.885$ ;  $p<0.01$ ). In the same way, finance access constraints were also found strong correlation with market access constraints in the study as ( $r=.791$ ;  $p<0.01$ ). Main objective of this paper to determine the main causes that do not let women to avail business opportunities in our city. From this research and past studies numbers of issues have been highlighted like financial constraints, lack of business skills and knowledge and lack of family social and cultural support. Both qualitative and quantitative type of data was used to determine the main constraints, while SPSS was used for quantitative data analysis. For further elaboration descriptive tables (mean, standard variation, variance, minimum and maximum, alpha and Pearson correlation were used to determine consistency and relation of variables with the study of interest. Chron-bach alpha is more than 0.85 which is sign of satisfaction regarding the internal consistency and reliability. H1: There is a positive relationship between Gender Discrimination and meager support of financial institutions. There is a positive relationship between gender discrimination and meager family support. There is also positive relationship between meager Financial Institution Support and Finance Access Constraints. As the H4 tested, it is found that relationship between meager Financial Institution Support and Market Access Constraints are proved positive. In the same when H5 was tested it showed positive relationship between meager Financial Institution Support and Business Opportunities Constraints. H6, H7 and H8 were tested negative in the study. Furthermore, the study was highly consistent and correlation showed that these variables negatively influence business opportunities. Hypotheses were tested It is observed that financial difficulties from financial institution access had the beta ( $\beta = .55$ ), and had a significant and positive relationship with difficulties for women entrepreneur at 0.01 level. When lack of family and cultural support was tested with difficulties for women entrepreneurs, it showed ( $\beta = -.66$ ), family support showed the beta value ( $\beta = -.42$ ), women growth ( $\beta = -.42$ ) had significant effect on difficulties for women entrepreneur.

## Conclusion

From the study and application of all possible statistical tools the results indicate that there is a positive relationship between the independent variables financial difficulties, lack of business skills & knowledge and lack of family social cultural support and they have a negative impact on the availing business opportunities in Pashtoon and Baloch culture of the province. The government and the concerned authorities should take measures to overcome the financial problems like lowering the interest rates, providing loans and develop different sources of loan and financial support. More and more training centers should be developed to enhance all required skills in women of Quetta so that they can enter in their field of concern easily. All preventive measures should be take that hesitate women in open business conduction. Awareness should be created to make people willing to socially and culturally support their women in any field they want to get involved.

Institution must work to develop management and business skills in women. The interest rate should be taken into control to lower the problems face in availing loans. Law and order situations should be controlled to enable ladies easily do door to door to selling.

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## **HINDUISM IN BALOCHISTAN: LITERARY AND CULTURAL IMPACTS OF PASHTOONS AND BALOCHS ON HINDUS OF BALOCHISTAN**

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