

AN EMPIRICAL STUDY OF THE ROLE PLAYED BY WOMEN ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT IN BOTSWANA

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Abstract

Women entrepreneurship plays a significant role in the economic development of a nation's economy; thus, this study was set up to study the role they play in the economic development of Botswana. It has thus been recommended that the Botswana Government must take a lead in providing more and more assistance to women entrepreneurs so that more of them can be attracted to this field. The Government must provide an integrated scheme of assistance to women entrepreneurs for identification, selection, training, consultancy, and escort services apart from loan facilities at concessional terms. NGOs and government should approach with mindfulness programs solely for young women and put forth attempts to diffuse data on possibilities of enterprise among the less taught women.

Keywords: *Entrepreneurship, women's entrepreneurship, formal business, informal business, Microenterprise, Small business, business growth, Economic development, Diversification*

INTRODUCTION

The significance of women as a determinant of financial improvement and broadening from the primary monetary exercises has now become the point of convergence of thought worldwide. As observed by Ambrish, (2014:229) both in the developed and the developing world exhibiting a move from the attributed status of women usually downsized to nuclear family's work activities and thinking about relatives to pioneering endeavors. The business enterprise division has primarily been run by a man (Amity, 2015:47). Regardless of contemporary studies exhibit that there is a development in the number of women starting their associations (Forbes, 2013:10). The World Bank reveals that around half of the world's money related improvement in the last decade is attributed to the responsibilities of female Entrepreneurs (World Bank, 2016:41). The International Labor Organization (2008) reveals that women claimed associations accept a specific part in animating monetary improvement and business creation in developing African countries. Amine and Staub (2009); Elerum and Vaino (2011); and Shah and Saurabh (2015), raise the view that women-owned business ventures has pulled in extending thought starting late considering the current affirmation of the centrality of new business creation for financial development and improvement. The incorporation of women into business practices is acknowledged to have the ability to add to monetary and social prosperity into the lives of Batswana. To some extent, Botswana has demonstrated a willingness by family members to encourage women to take part in its economy (Ruzzo, 2020).

Women's economic participation in Botswana has played a significant role in the financial development of the economy. However, women in Botswana have been relegated to home

Minders, probably unfit for the world of business (Ruzzo, 2020). Furthermore, according to Ambrish (2014), women were typically left at home or in farms engaged in agricultural chores to supplement household budgets. It is consequently not surprising that most women business pioneers created organizations that involved agrarian produce at a substantial level. Women were not included in standard financial development activities seen as the area of specialization for men, for example, assembling, mining, and engine mechanics, their salary in the family unit may have been viewed as merely a backup and not critical (Mookodi, et al., 2004). They were disadvantaged in all financial exercises, including entrepreneurship. Ambrish (2014) further asserts that women were confined to low levels of beneficial limit, which at least paid close to nothing, and in subsistence creation, which delivers small benefits. Women have additionally been excluded from high skilled occupations and capital intensive, profoundly popularized fragments of the economy (Mathipa and Chiloane-Tsoka, 2001).

OBJECTIVE

The main primary objective of this study is to investigate the role played by women entrepreneurs in the SME's as potential drivers of the Botswana economy.

METHODOLOGY

The study used the mixed methods research. The mixed-methods approach involves the triangulation of quantitative and qualitative approaches with their associated methods and procedures Creswell (2003); Creswell et al. (2007); Johnson & On wuegbuzie (2004). The mixed-methods approach was used in this investigation. The reasoning behind the use of a mixed-methods approach is that the aspect of women's job in financial advancement in Botswana is both a social and economic that must be examined utilizing the two research approaches together. The mixed-methods approach gets a little information about utilizations both quantitative and qualitative data assessment as incited by the need to make them supplement each other. Creswell (2014:165) gave a centrality of mixed strategies approach; "A mixed techniques research joins the social assessment of both qualitative and quantitative information in a particular review where the information is collected concurrently or continuously, are given a need and consolidate the trade-off of the data."

MAJOR FINDINGS

Many have researched on this topic, but the findings from this thesis significantly contributed new knowledge on women entrepreneurship in Botswana such that, there are ample proof that the women entrepreneurs in Botswana play a significant role in the economic development of the nation. They enter the entrepreneurship industry with the primary goal of becoming financially independent and also provide for their kids and sending them to school; This may likewise infer that their thought process in setting up the organizations was to take significant consideration of the children, as the results also revealed that most of the women entrepreneurs in Botswana are unmarried single mothers who are in contrast to different writings globally which expressed that the majority of the women entrepreneurs were married. Such entrepreneurs regularly start organizations without enough assets and sometimes target entry into businesses which are marginal, and unrewarding. The choices they have in such circumstances are limited since not taking part in business could result in critical outcomes; as an example, it can lead to an increase in poverty. Organizations like these are probably not going to give many benefits to the economy as they may have minor benefits and would, in all

probability, be controlled by proprietors themselves.

RESULTS AND CONCLUSIONS

Women’s businesses have made immense economic and social duties to the progression of their nations Bayineni (2005), Naudé (2013), Ogbo, and Nwachukwu (2012), Eastin, and Prakash (2013), Akye among and Fofack (2012) among others. Data was searched about the Batswana women entrepreneurs ‘social and money related responsibilities to their nation.

Concerning economic development, the results from Table 1.21. Showed that the most significant effect of entrepreneurship on economic development was improving the standard of living of families with a mean value of 4.2588; this was then followed by a reduction of poverty with a mean value of 4.0018. These two outcomes are very much in line with a model of entrepreneurial development as given by ILO report (2003) which concentrated entitled on *Zambian Women Entrepreneurs: Going for Growth*, included 118 women entrepreneurs from Lusaka (the capital) who had made 1,013 employments for themselves, their families and others. The different ways by which the relationship of women’ businesspeople and bolster organizations can give increasingly compelling administrations and backing to help the economic development and advancement of women claimed endeavors in Zambia.

The results of this study corroborate those by Ogbo and Nwachukwu (2012), who established that entrepreneurship increases household income and therefore improves the standard of living of such families at the family level. Tseng (2014) argues that merely providing people with entrepreneurial opportunities do not lift the same people are out of poverty. They were advocating for the more trusted methods of forming entrepreneurship ventures than just only developing SMEs. For example, China has the highest number of entrepreneurs in the world, and yet it also has the highest number of people that are living in poverty (Hu, 2016). Their critic of the effect of entrepreneurial ventures on economic development cannot be taken lightly, and some entrepreneurs may have moved from being employed to working for themselves without significantly affecting the business environment in which they are found in terms of employment creation. In other words, they are doing a subsistence type of entrepreneurship that does not have a visual insight of what they intend to do.

The least significant effect was that of the reduction of inequalities among families with mean values of 3.6118. That this was the least among variables is not surprising since it may be challenging to measure and establish about how this is achieved through entrepreneurship for those that participated in the study.

TABLE 1. 1 ECONOMIC DEVELOPMENT

Economic development	Mean	Std. Deviation	Variance	Skewness
Entrepreneurial activity among women in Gaborone improved the standard of living in families	4.2588	0.83314	0.694	-1.028
Entrepreneurial activity among women in Gaborone reduced poverty in families	4.0118	1.14947	1.321	-1.179
Entrepreneurial activity increased the number of employment opportunities in Gaborone	3.7176	1.19136	1.419	-0.772
Entrepreneurial activity among women in Gaborone reduced income inequalities among families	3.6118	1.20608	1.455	-0.957

TABLE 1. 2 IMPACT OF ENTREPRENEURIAL ACTIVITY ON ECONOMIC DEVELOPMENT

IMPACT OF ENTREPRENEURIAL ACTIVITY ON ECONOMIC DEVELOPMENT	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Entrepreneurial activity among women in Gaborone reduced poverty in families	4.7%	9.4%	8.2%	35.3%	42.4%
Entrepreneurial activity among women in Gaborone reduced income inequalities among families	10.6%	7.1%	14.1%	47.1%	21.2%
Entrepreneurial activity among women in Gaborone improved the standard of living in families		4.7%	10.6%	38.8%	45.9%
Entrepreneurial activity among increased the number of employment opportunities in Gaborone	7.1%	8.2%	21.2%	32.9%	30.6%

The information collected showed that the women's' business visionaries in Botswana have contributed financially and socially to the improvement and government assistance of their nation. As can be affirmed from the above table 5.24 and the prior dialogue that most of the women either agreed or unequivocally agreed that undertaking accepts a considerable activity in the financial improvement of the Botswana economy. Positioned from the most essential to the rundown commitment for each factor are, entrepreneurial action among women in Gaborone improved the way of life in families (84.7%), entrepreneurial activity among women in Gaborone decreased neediness in families (77.7%), entrepreneurial action among women in Gaborone diminished salary imbalances among families (68.3%), Entrepreneurial activity among expanded the number of business openings in Gaborone (63.5%).

Descriptive analysis was also done to determine the thoughts and opinions of women entrepreneurs in Botswana on whether they thought women entrepreneurial activity had an impact on women in Botswana. Responses from the questionnaires were collected, analyzed, and presented in the form of a bar graph as shown in figure 5.9. It was discovered that women thought that their entrepreneurial activity had an impact on economic development and diversification of the Botswana economy as 77.64% of the respondents agreed and strongly agreed that it had an impact.

A chi-square test was carried out to find out the impact of entrepreneurial activity on economic development and diversification against some other variables that were determined by the researcher as having an impact on economic development and diversification as previously discussed. Chi-square test is a hypojournal test that is used to test for a relationship between a categorical independent variable and a categorical dependent variable. A chi-square test was carried out to test the significance of this. The results of the test were presented in table 1.25. it can be seen from the results that the Asymptotic Significance (2-sided) of all the variables tested are less than .005, we can thus be confident that relationships that exist between the variables tested against the impact of entrepreneurial activities on economic development are significant and the results are not as a result of a random chance.

TABLE 1. 3CHI-SQUARE TESTS IMPACT ON ECONOMIC DEVELOPMENT AND DIVERSIFICATION OF BOTSWANA.

Chi-Square Tests	Do you believe that women's entrepreneurial activity has an impact on economic development and diversification of Botswana?				
	Pearson Chi-Square	Likelihood Ratio	Linear-by Linear Association	Asymptotic Significance (2-sided)	N Of Valid Cases
Entrepreneurial activity among women in Gaborone reduced poverty in families	198.586a	188.741	76.009	.000	85
Entrepreneurial activity among women in Gaborone reduced income inequalities among	43.948a	42.388	28.711	.000	85

families					
Entrepreneurial activity among women in Gaborone improved the standard of living in families	36.583a	28.759	16.378	.000	85
Entrepreneurial activity among increased the number of employment opportunities in Gaborone	40.27a	42.467	7.571	.001	85

INTERVIEW FINDINGS ON THE ECONOMIC CONTRIBUTIONS OF WOMEN ENTREPRENEURS

Interview findings on the economic contributions of women entrepreneurs revealed that, while talking about the economic and social status of women after working and starting their businesses have resulted in a positive contribution to the economic condition of the family as well as the communities they live in. Most of the women interviewed had the view that women contribute positively to the economy in terms of creating employment for themselves as well as others, creating a positive image to the girl child within the communities as they see them as good role models motivating them also to start their businesses, among others. Some of the women entrepreneurs interviewed had this to say: -

Bonolo: -It is quite understood that when the wife contributes to the economic conditions or in other words the Monthly Family Income of the family, the overall economic status of the family goes up. They start saving and spending more than before.

(Individual correspondence 10 July 2019)

Kifilwe: - as the woman goes out of the four walls of the house and competes with the outside world, she gains Self-Confidence. This attribute others reflect in the overall character and personality of the woman. She influences the other family members in a brighter way to resolve and face personal and professional matters. Other than these two attributes, she helps in Assets Building, Savings, Education, and Health to name a few.

(Individual correspondence 18 July 2019)

Olerato:-i was always considered to be a meek woman, who could not make decisions for herself and also could not face the atrocities of men but as now, starting my own business has helped me to earn more respect by the other family members and also the society, and I believe I am contributing positively to the economy as I pay taxes from my business.

(Individual correspondence 2 June 2019)

The interview findings also revealed that women can use innovation such that upgrades their monetary demonstration either improving their profitability in a position previously held or making new positions and enterprising chances. Having progressed monetarily, ladies at that point utilize their recently discovered assets to present expansive social advantages, for example, better wellbeing and training for their youngsters by improving the financial conditions for their communities.

RECOMMENDATIONS ON THE ROLE PLAYED BY WOMEN ENTREPRENEURS IN ECONOMIC DEVELOPMENT AND DIVERSIFICATION OF THE ECONOMY

As of now, the Government of Botswana has to realize that economic development can be enhanced by the active participation of women within the economy. The Botswana Government has to take a lead in providing more and more assistance to women entrepreneurs so that more of them can be attracted to this field. The Government has to provide an integrated scheme of assistance to women entrepreneurs for identification, selection, training, consultancy, and escort services apart from loan facilities at concessional terms. NGOs and government should approach

with mindfulness programs solely for young women and put forth attempts to diffuse data on possibilities of enterprise among the less taught women. They should look out for realistic and adequate financial schemes being guaranteed on softer terms. A wide and extensive campaign should be done by these organizations, particularly for involving women in agricultural entrepreneurship.

An independently employed spouse or potentially independently employed guardians may animate and spur women to become independently employed and also contribute to economic development. They can give information and budgetary advice. The government can assume a significant job in the choice to become independently employed. The number of female entrepreneurs in a nation can be high if the government utilizes legitimate apparatuses to invigorate female enterprise. A case of such assistance is offering women workshops and classes on setting up a business. The number of kids can influence the choice to become independently employed. In most developing nations, individuals don't have a clue about a great deal about conception prevention. Accordingly, family size is more prominent in developing than in developed countries. Women in developing nations are frequently liable for childcare. Women with a considerable family are constrained in their opportunity since they need to deal with the kids. These elements may be significant for women in creating nations to become independently employed and less significant for women in created nations.

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