

# *National Women's Education Center of Japan*

## *Women's Entrepreneurship and Economic Empowerment*



### ご挨拶

国立女性教育会館では、アジア諸国の女性リーダーを日本に招へいし、参加型の国際研修「アジア太平洋地域における男女共同参画推進官・リーダーセミナー」を実施しています。

平成 27 年度は「女性の起業と経済的エンパワーメント」をテーマとして 9 月 28 日から 10 月 2 日に開催いたしました。ご覧いただいているポスターには、カンボジア、インド、フィリピン、ミャンマー、ベトナム 5 か国から参加した 10 名の研修生が報告した女性の経済活動への参画を支援する取組が紹介されています。

日本国内での活動の参考にしていただければ幸いです。

2015 年 10 月  
独立行政法人 国立女性教育会館  
理事長 内海房子

### Message from the President

The National Women's Education Center invites women leaders in Asian countries to Japan to hold the capacity-building training "Seminar for Gender Equality Officers and Women Leaders in the Asia Pacific Region."

Leader Seminar was held from September 28 till October 2 2015, focusing on "Women's Entrepreneurship and Economic Empowerment" This poster exhibition introduces various initiatives to support women's participation in economic activities conducted in five countries of Cambodia, India, Myanmar, Philippines, and Viet Nam.

It is my sincere hope that this display of efforts will be a source of ideas and inspiration to gender advocates and practitioners in Japan.

October, 2015  
Fusako Utsumi  
President, National Women's Education Center

A MUST TO PUT THE LENSE ON WOMEN IN ECONOMIC

Context:

- Women's economic empowerment is widely recognized as one the critical foundations for promoting gender equality and women's empowerment.
- However they remain economically disadvantaged, particularly with respect to access and control over economic resources, opportunities for increasing their skills, decision-making and higher-level employment opportunities.

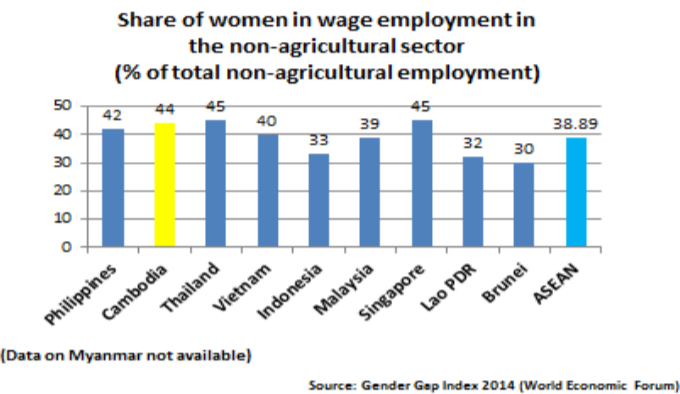
Where are the Cambodian Women in the Economy?

- The gender inequality index (GII) 2013 indicated that female participation in the labour market is 79.2%.
- The Global Gender Gap Index 2013 for economic participation Cambodia scores quite high for labour force participation, but lower for professional and technical workers.
- The growth of trade, services and manufacturing, agriculture, hotels and accommodation has increased jobs for women – accounting for 89% of all women's employment.
- There have been increased employment opportunities for both women and men, and a decrease in vulnerable employment.

However!!!!



ECONOMIC EMPOWERMENT IN ASEAN:  
Percentage of Women in the Non-Agricultural Sector



Women's Participation in Economic Sectors

- Wage offers many opportunities for women, but challenges include low wages, poor working conditions
- There is considerable potential for women to create and expand MSMEs, but it is curtailed by limited access to business-related services and resources, including finance.

Business activities	Number of enterprises		
	Total	Male owners	Female owners
Total enterprises	505,134	176,128	329,006
Wholesale and retail trade; repair of motor vehicles and motorcycles	289,130	73,516	215,614
Accommodation and food service activities	69,569	14,612	54,957
Manufacturing	75,031	39,998	35,033
Other activities	71,404	48,002	23,402

(Source: NIS, Economic Census of Cambodia, 2011)

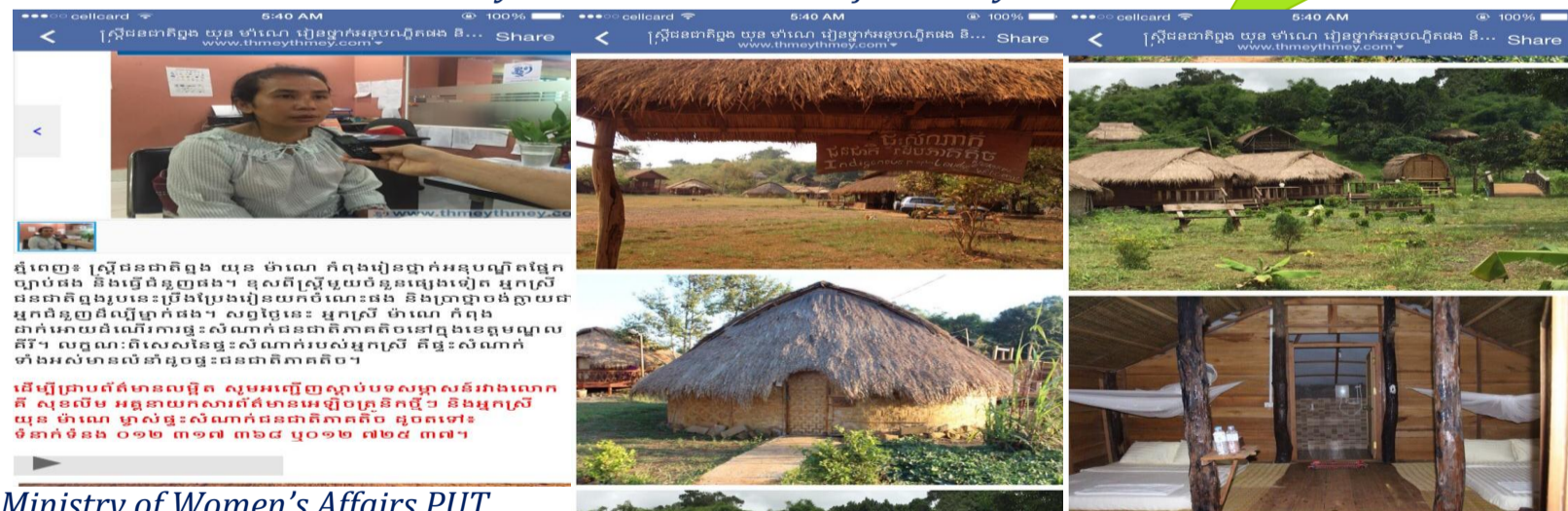
What happened if you invest in Women Economic Empowerment?



*A small street food of a family, but can feed 7 members in the family and 5 sons and daughters are fully graduated.*

*A Female Ethnic Minority lives in Northern Mountainous country. A Mother, A Master-Student and An Owner of Local*

A success how can women actively enter into SAFE BOX of Economy?



Ministry of Women's Affairs PUT an EFFORT ON!!!

- Increase understanding of how to create and improve formal enterprises for women.
- Facilitate women's equal access to business services relevant for MSMEs.
- Enhance networking capabilities of women entrepreneurs.
- Equip women with skills and competencies to manage their homes in a socially and environmentally sustainable manner.
- Ensure women's access to secure financial services.



Hiring and promoting talented women is the right thing to do for society – and it's an economic imperative.



"WHEN YOU INVEST IN WOMEN AND GIRLS, YOU INVEST IN EVERYONE."

Melinda Gates

# COMMUNITY BASED RESOURCES FOR WOMEN'S EMPOWERMENT IN SIEM REAP PROVINCE

In order to achieve the Cambodia MDG, Women's Development Center was establish to enhance skills for better paid and increase women's income that contribute to the poverty reduction and illegal migration.

Varies training skills and mobilize the community resource to form up group in remote areas such as production groups, which include mat group, weaving group, rattan group and so on.



Mat made group

Live condition of women in Leang Dia commune, Angkor Thom district has been improving through their additional income by participating in the production group and the violence was literally reduce in their families.



Weaving class



Sewing class



Basket, bag and others accessories woven

# Women Entrepreneurship In India



Women are *PACE* setters  
in Quest for Economic  
Independence



Add a little bit of body text

Image Credit: Freepix



50 percent account holders in the Jan  
Dhan Yojana are Women

## INITIATIVES



राष्ट्रीय महिला कोष  
Rashtriya Mahila Kosh



Along with Social Entrepreneurs including DW CRA and  
ASHA workers

India is proud to have Smarter Women at work.  
Encourage Women Entrepreneurship! Empower the Nation!



**When you say  
'Farmer'  
do you ever  
think about  
her?**

**Women**

**put in more work into  
farming than men.  
Shouldn't we recognise  
them as farmers?**

"Though more women-days than men-days go into agricultural operations in various crops across India, women are not considered to be Farmers in their own right. They are ignored and unsupported by society and state."

मेरी  
पहचान-  
मैं हूँ एक  
किसान



**श्रीकाम  
Makaam**

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**Do you  
know?**



**79%**

**21%**

More than  
**79%** of  
female  
workforce  
in India is in  
**Agriculture.**

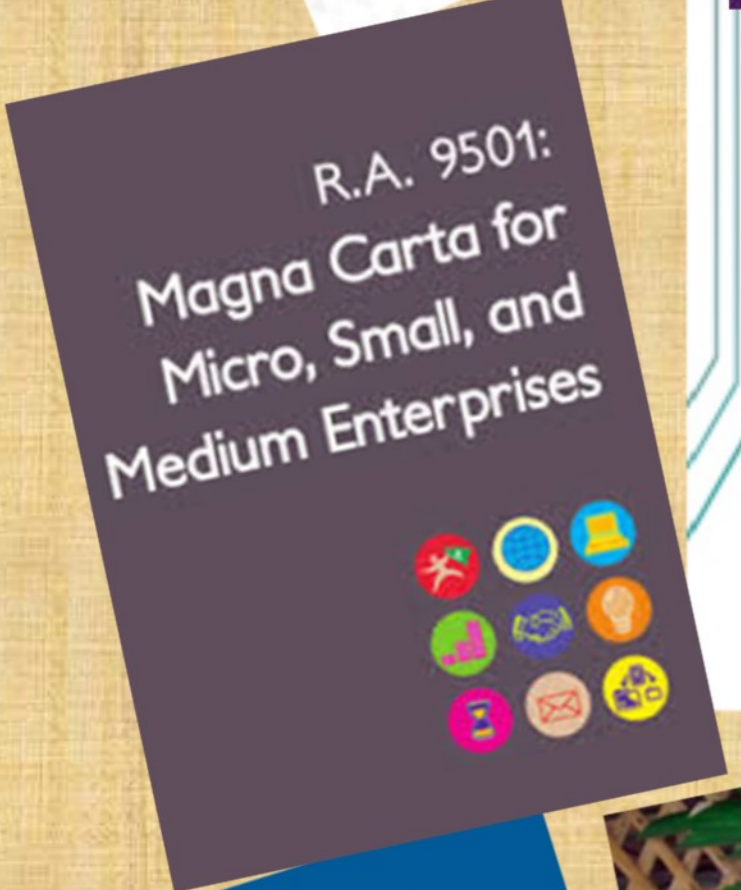
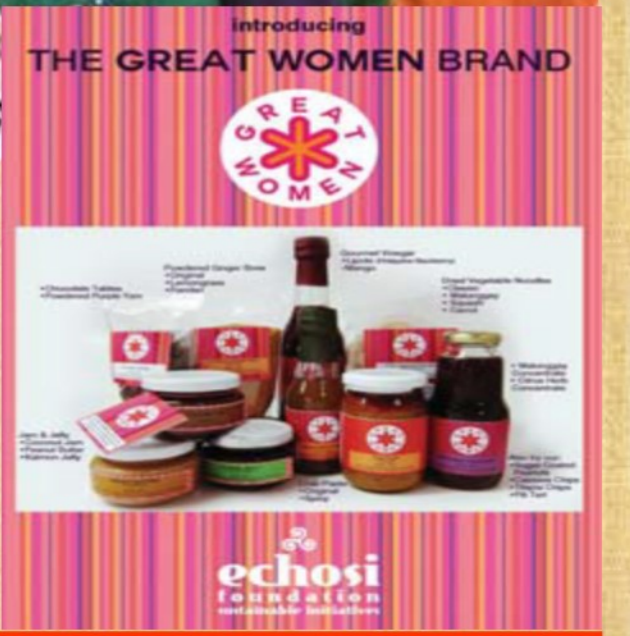
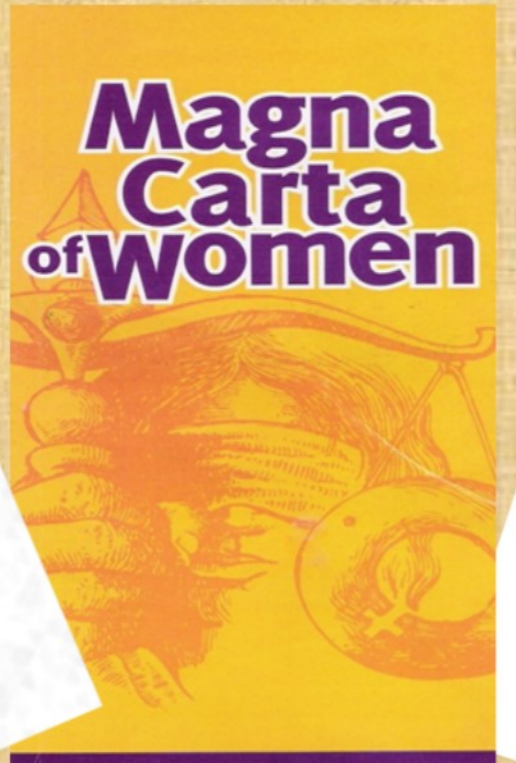
**Let's  
recognise  
WOMEN as  
FARMERS**

and ensure that they  
have equal access to  
all support that Male  
farmers get.

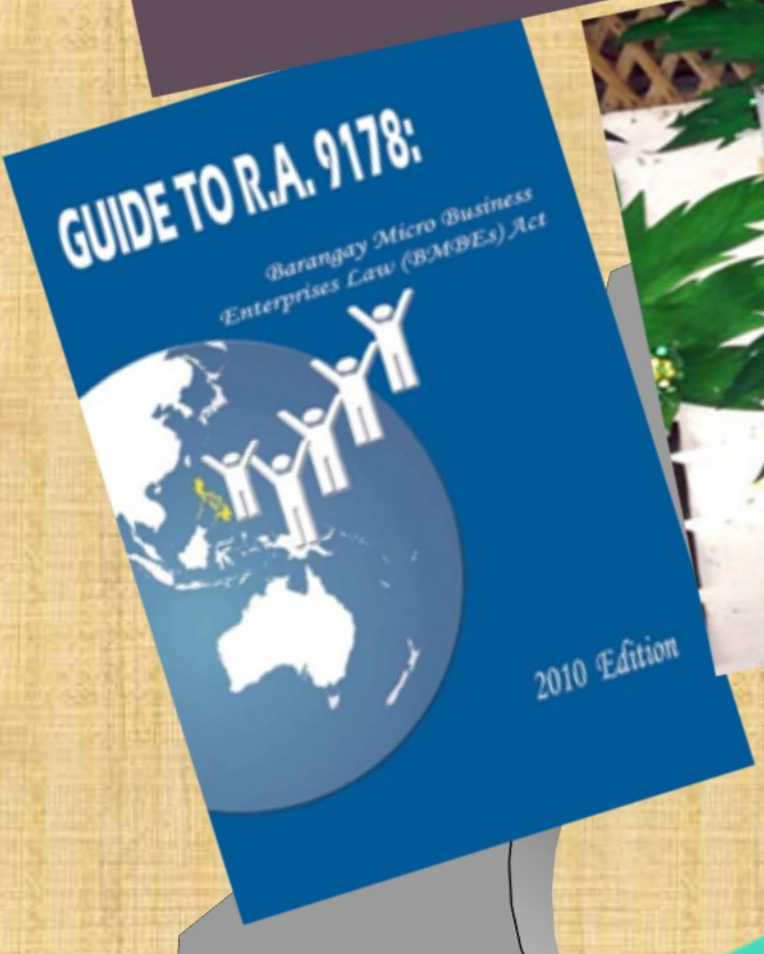


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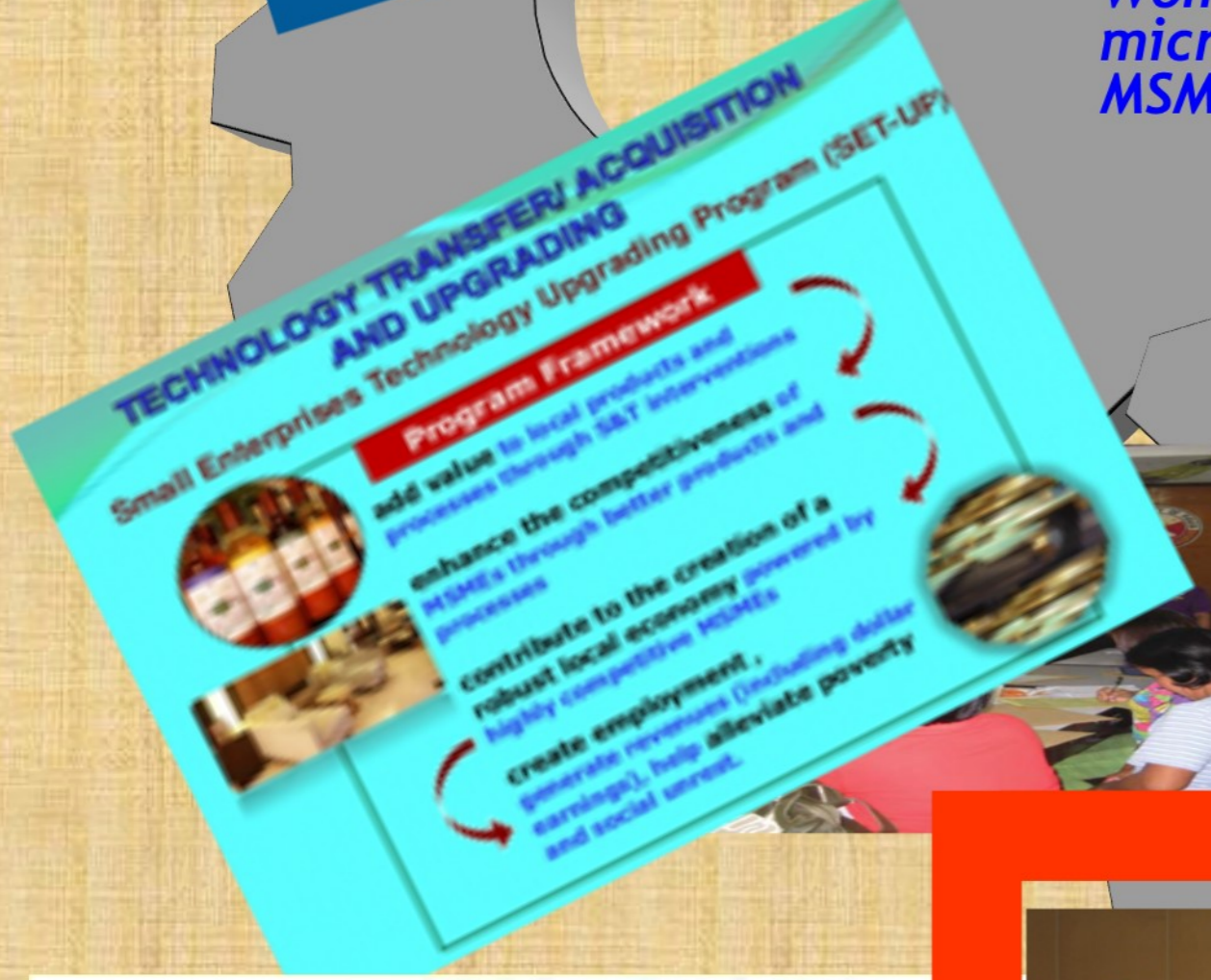
Supporting Women's Economic Empowerment in the Philippines



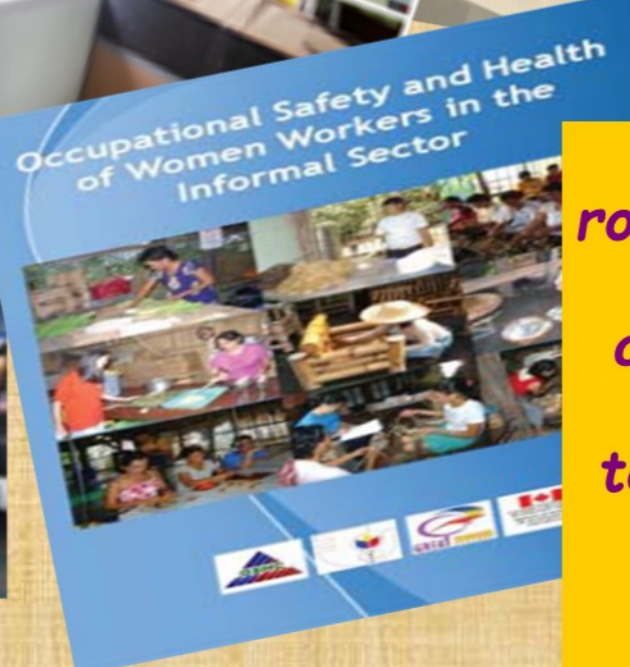
45% of MSMEs are women

Women make up 62% of the 91.4 microenterprises comprising the MSMEs

Women are more engaged in microenterprise development with unregistered or unregulated establishments.



NTPF-EP non-timber forest products - exchange programme ASIA



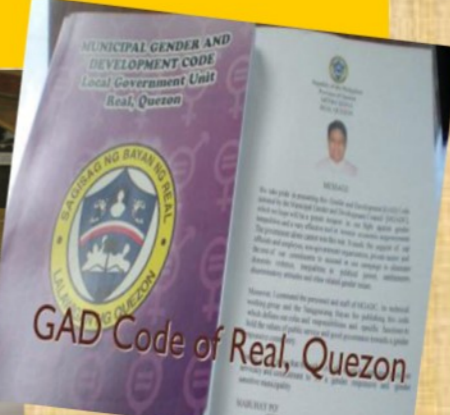
"Now, with roscas-making, I am able to send my child to college." - Carmen Benusa, a roscas maker & entrepreneur from Barugo, Leyte.

Mary Joy Logunday, weaving the Hinobol fabric, has given them more income that can support her family of 5 with her youngest 5-month old son in photo

"whenever I weave, I just put my baby in a wash basin after breastfeeding her"

The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) Project

aims to promote and support a gender-responsive enabling environment for women's economic empowerment, particularly those in microenterprises



PHILIPPINES

"The Women Entrepreneurs' Journey"



*Economic is One of the Ways to Empower Women*  
ECONOMIC IS ONE OF THE WAYS TO EMPOWER WOMEN





Women: future economic boosters



## WOMEN'S ENTREPRENEURSHIP AND WOMEN'S ECONOMIC EMPOWERMENT IN VIET NAM IN 2015



Women accounts for 48.5% of the labour force. The percentage of women-owned enterprises has been more than 24,8%.

Enforcing legal frameworks, policies to promote the development of women's owned enterprises and women's economic empowerment with a view to ensure gender equality



Ministry of Labour, Invalids and Social Affairs takes a leading role in guiding and implementing National Program on Gender Equality to all levels. In which, Model 1 of Project 4 of this programme is piloting on Supporting women in job placement, business start-up and entrepreneurship development in occupational training and job placement establishments

Honouring women entrepreneurs of the year:  
“Exemplary women entrepreneurs – “Golden Rose”  
Trophy by the State

## SUPPORTING WOMEN ON ECONOMIC IN VIET NAM IN 2015



Household Women enterprises with President of Vietnam Women's Union



Establishing women group in processing



Ms Victoria Kwakwa, the World Bank's Country Director for Viet Nam and Madame Nguyen Thi Thanh Hoa, President of Vietnam Women's Union in the fair of marketing support



President Nguyen Thi Thanh Hoa and disable woman's household enterprise.



Training course for staffs of micro finance institutions



A training class with Cham women as trainees (Cham is ethnic people)



Training course for Women's Union staffs



Women's sharing experiences on business activities