

Closing the Gender Gap Through Entrepreneurship: Women in Business

How the initiatives around gender equations are creating profound changes in the world



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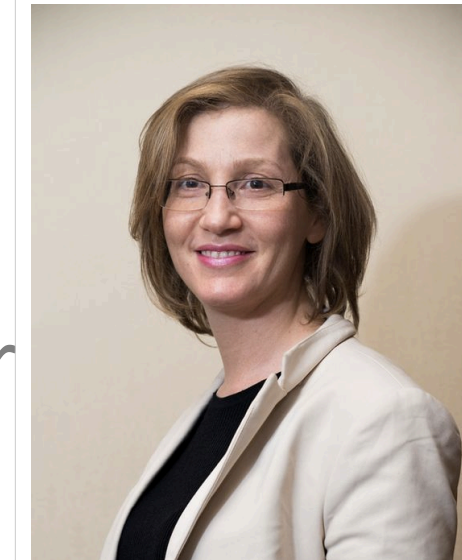
Dr. Aneeta Madhok, is the Managing Director at Open Spaces Consulting. She is a professionally certified leadership development coach and trainer. A global professional, HR systems expert, people person, creative thinker & writer, much sought after speaker, academician of repute, behavioral scientist and experienced trainer. Retired as Dean, School of Business NMIMS University in Mumbai, she now devotes her time to coaching and mentoring senior leadership in organisations

Proonam Bhojani
CEO Innoventures, and Dubai
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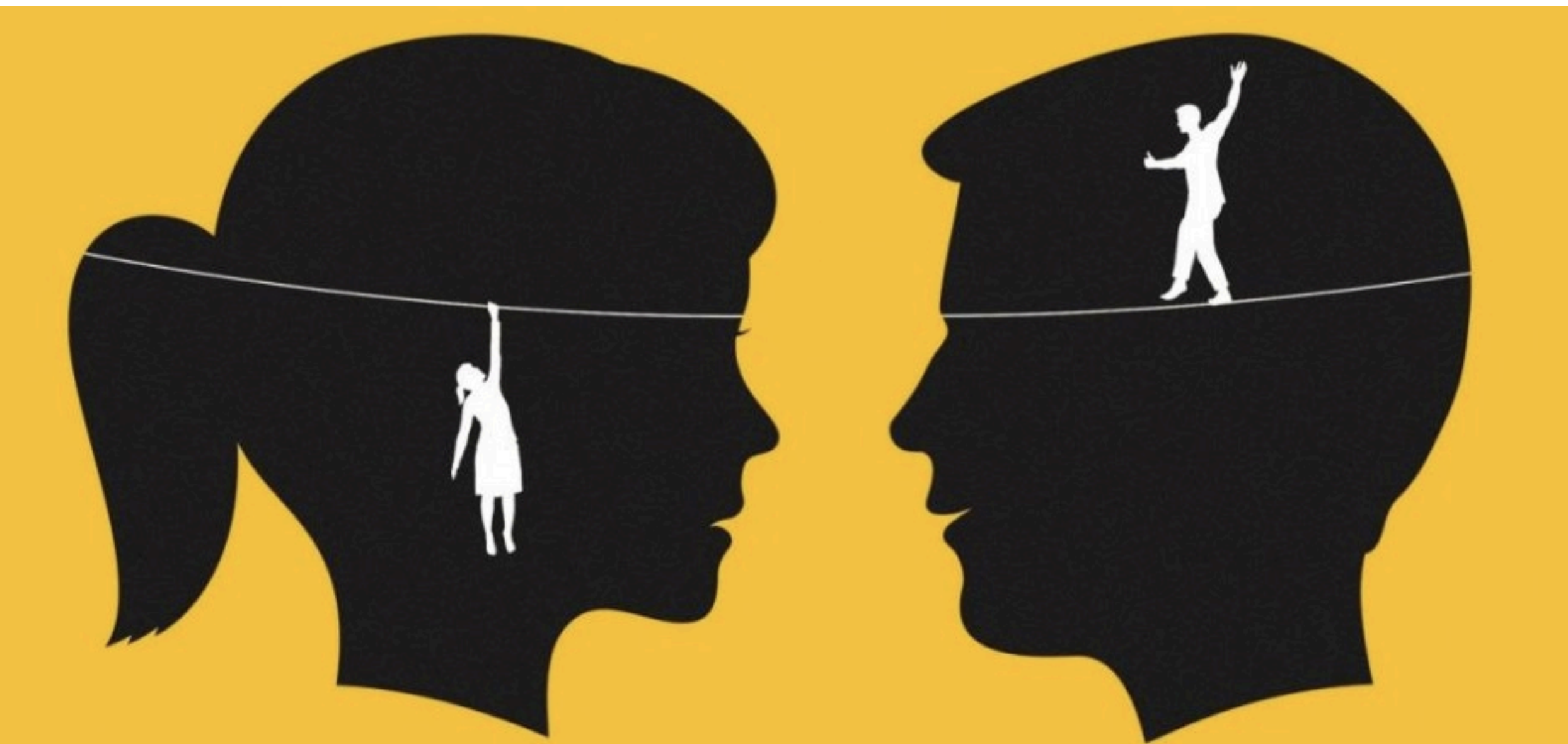


Poonam is an Economics Honours Graduate with an MBA from Indian Institute of Management, Bangalore. Prior to envisioning and cofounding Dubai International Academy, Poonam has significant industry experience working on leading edge technology solutions with a range of organizations across the globe She is the CEO of Innoventures Education and has served as the President of the Middle East IB Association of Schools and is the Secretary of the Dubai Private Schools Group.

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Dima holds a PhD in Social Policy and Administration from the University of Kent at Canterbury, UK. Her research and teaching revolves around Corporate Social Responsibility. An Eisenhower Fellow, she is an expert consultant for the United Nations on Social Policy and CSR as well as various projects funded by the World Bank, the US Agency for international development, NGO's and regional public and private firms



The context

- **Global Gender Gap:** Disproportionate difference or disparity between the sexes
- **World Economic Forum:** Data collected and published annually since 2006 over 144 countries gives an index which can be tracked and manages
- **In Economic terms:** “Gender Gap, refers to the differences in the outcomes that men and women achieve in the labour market. Primarily, education, pay and job opportunities, and political power

Gender Gap Where do you find the differences in organizations

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The context

- Pay Gap
- Workforce Participation Gap – Age related
- Employment Gap
- Unemployment Gap
- Training Gap
- Management Gap
- Gender Engagement Gap (+)
- Gender Job Satisfaction Gap (+)

Source: Mark Beatson, CIPD



The context

- Cultural values
- Education
- Family values and conditioning
- Segregation in occupations
- Discrimination

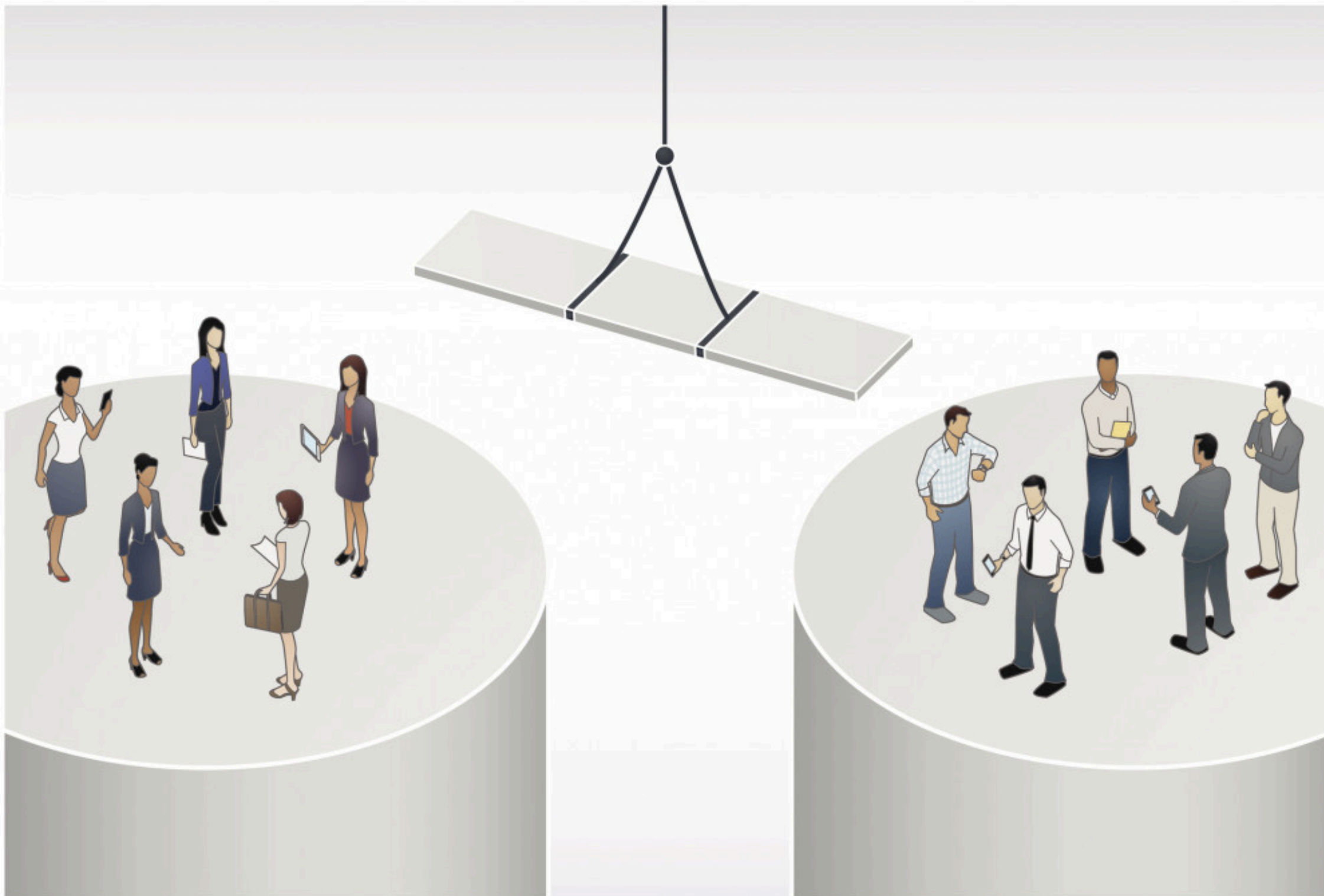




Women's career

- Women work longer hours
- Economic security – single moms, work for money
- Location of work is more important
- Lower wages and lower retirement funds
- Stereotyped “Pink Collar” jobs
- Women earn less as they age or build families





What is possible

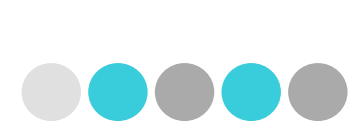
- Policy and support at national and global level – Government responsibility
- Making a business case
- Join the D & I wave
- Financial empowerment
- Training of women
- Get male champions with new attitudes
- New laws
- Role of civil society



Women Entrepreneurship

- Women Entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provide employment to others, and manage the business independently
- Approximately 1/3rd of the entrepreneurs in the world are women entrepreneurs
- Number of women CEO's on Fortune 500 list dropped to 4% in 2016





What types of Women Entrepreneurs

Our Core Competency

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Broadly five types

- **Affluent Entrepreneurs** Daughters and wives of wealthy businessmen
- **Pull Factors** Educated women living in urban areas taking up new challenges to be independent
- **Push Factors** Taking up business opportunities due to financial difficulty
- **Rural Entrepreneurs** Belonging to rural areas and choosing a business suiting their resources. Does not require any special skills
- **Self Employed Entrepreneurs** Uneducated women choosing tiny and small enterprise convenient for sustenance



O P E N S P A C E S



Reasons

- Follow your dreams – entrepreneurship is more self-expressive and helps women reach their potential
- Working on your own terms – time, money, location, etc
- Admire other entrepreneurs
- Don't want to have a boss
- Cannot handle a 9 to 5 job
- Like to take risks
- There's no other choice
- Easily bored and creative people



●●●● Problems Faced By Women Entrepreneurs

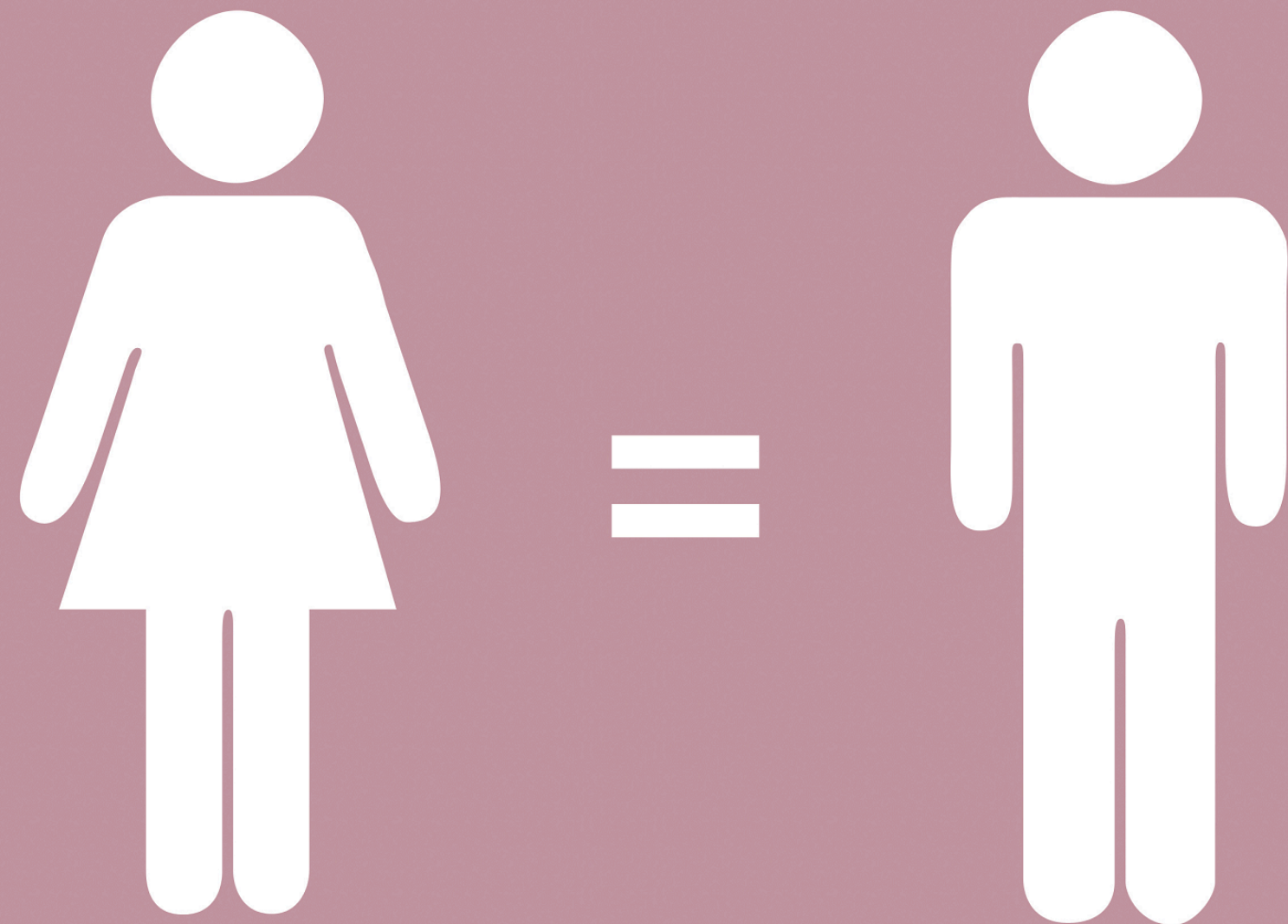
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In addition to general problems faced by ALL entrepreneurs, like corruption, availability of raw materials, technology, finance, support, etc.



- Mobility
- Family responsibilities
- Lack of support from family members
- Exploitation by middle men
- Dependent on men for doing strong manual labour
- Customers prefer to deal with men as women are perceived to be weak
- Male dominant society

The vision



- It's a moral issue that makes economic sense
- According to World Economic Forum, statistical progression says that economic disparities between men and women will be closed in another 118 years, (2133 AD)
- Political power will achieve parity too!
- Psycho-Socio-Cultural differences may take longer and equality may not happen
- Fallout of women equality on male psycho-socio-cultural aspects cannot be assessed





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Thank you!

I hope you folks enjoyed it!

