

# Entrepreneurship, women and the "New Model"



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Entrepreneurship, women and the “New Model”  
Conference

# HISTORY-The CREATION STORY

- ▶ Gen 1:27 “So God created man in his own image... male and female created He them” Male and female created spiritually at the same time.
- ▶ Gen 2:18 KJV “And the LORD God said, It is not good that the man should be alone; I will make him an helper meet for him”
- ▶ Hebrew-*EZER KENEGDO*- helpmate, suitable, comparable, parallel

# HISTORY-The CREATION STORY

PARALLEL

LINES

- ▶ Independent but Interdependent, Integral
- ▶ Distinct and Different not Diminished
- ▶ Separate but Equally Special
- ▶ Comparable and Complementary

# “HIS-STORY”-OUR REALITY

- ▶ • No human rights scourge is more prevalent than gender inequality” (UN Secretary-General António Guterres, Feb 2021)
- ▶ Women Business and the Law Index based on gender differences in 8 areas- Mobility, Workplace, Pay, Marriage, Parenthood, Assets, Pension, Entrepreneurship (access to credit, sign a contract, register a business, open a bank account.
- ▶ WBL Index 2021—women have just three-quarters of the rights of men except for 10 of the 190 economies—Belgium, Canada, Denmark, France, Iceland, Ireland, Latvia, Luxembourg, Portugal and Sweden
- ▶ LAC has seen some improvement with average of 80.1 (95 Peru highest in LAC, 86.9 Guyana highest among CARICOM countries). Laws on the books need to catch up with practice. “Better telt than felt”

# 'HER-STORY'-Jamela



- ▶ Self-taught chef of 20years
- ▶ Employed by several hotels over the years
- ▶ Stint as an entrepreneur (4 employees), short-lived ended in Feb 2019 with inability to meet financial responsibilities
- ▶ Denied a small business loan

# COVID 19 effects on Her-Story



- ▶ Unemployed as many in hospitality
- ▶ Small donation x 6 months
- ▶ Government moratorium on bill pay
- ▶ Invested in cooking and sold over 50 dishes on Valentine's Day
- ▶ Entered cooking contest, placed 2<sup>nd</sup>—food basket donation, taping of TV show
- ▶ Motivation-to create farm to table, culturally diverse dishes

# 'HER-STORY'- Keimon



- ▶ Proprietor of KeBabies Daycare for 24 years except for a few years after childbirth
- ▶ Love for children but balked at thought of paediatrics with potential for bad outcomes. Began with 2 godchildren
- ▶ Denied due to 'high risk' business
- ▶ Angel investor, personal funds



# COVID19 effects on 'HER-STORY'



- ▶ Forced closure and financial difficulties
- ▶ Parents paid for 2 months only, issues with SS, no fund raising
- ▶ Expenses of protocols, enrollment form 42 (6 employee) to 15 (3 employees)
- ▶ Organizing some 28 of the 63 Daycare centers into a union, hope of enrolment in CIC
- ▶ Vision- writing a children's book, hope to partner with Bridgeway Academy in US



# 'HER-STORY'- Rhonda



- ▶ Proprietor of SEAL MY SIPS—SMOOTHIE LOUNGE & JUICE BAR –smoothies, shakes of fresh local fruit and signature rum punch! “State of the art experience in a sealed cup.”
- ▶ Obstacles—Registration, opening business account, funding but dreams of expanding and starting a franchise.
- ▶ COVID coincided with 4-5 years of difficulties. Financial obligations including payment of employees, Social Security etc Believes import duties and customs charges drain on SB

# 'HER-STORY'- Rhonda



- ▶ Employed as a Business Development Officer at the Small Enterprise Development Unit in Nevis (SEDU)
- ▶ SEDU and SBDC (St Kitts) offers business counselling, skills training, strategic planning, technical assistance, capital funding etc
- ▶ Small business Development Act. #24 of 2009 has no “carve outs” men more likely to utilize services

# The Three Cs' + 1. Obstacles to overcome

- ▶ 'While all entrepreneurs experience challenges in starting a business, women have additional constraints:
- ▶ Capital
- ▶ Contacts
- ▶ Conciliation
- ▶ Cultural factors
- ▶ If we want to see more women starting businesses, women must be supported to conquer 'The Three Cs' +1

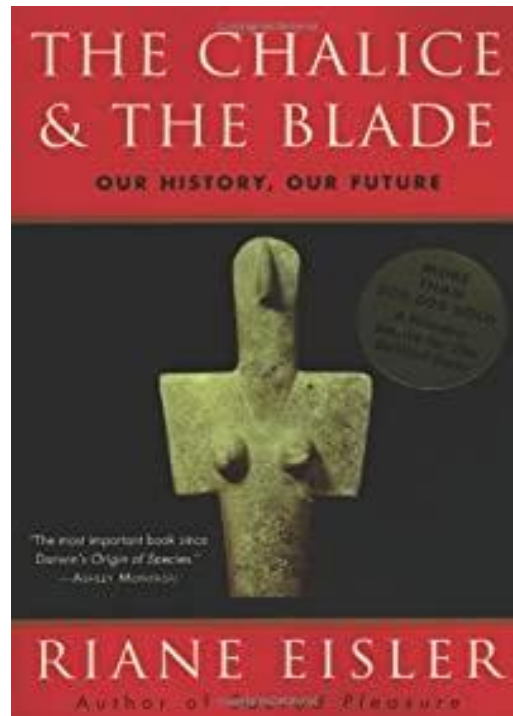
# New Model— All Economies, Equal Access

- ▶ Entrepreneurship—supportive environment for the process of starting and running businesses.
- ▶ Innovation—launching of new or improved products, services, processes, or business models to drive differentiation and/or efficiency for enhanced competitiveness.
- ▶ Growth—individual drive, ambition and potential to grow.

# NEW MODEL for SUSTAINABILITY

- ▶ Gender equality makes development stronger and more sustainable
- ▶ According to a 2019 UN report, “if women were afforded the same equity as men in the labour market, the global annual GDP could potentially grow by as much as \$28 trillion, or 26 per cent by the year 2025”. (Pre-COVID)
- ▶ The reality of anatomical and physiological differences between the sexes should not be exploited to sustain cultures of dominance, superiority and competition as opposed to comparability, complementarity and equality.

# RIANE'S NEW MODEL



- ▶ Is a shift from a system leading to chronic wars, social injustice and ecological balance to one of peace, social justice and ecological balance a realistic possibility?  
Pg xiv
- ▶ Gradually, as the female half of humanity and the values and goals that in androcracy are labeled feminine are fully integrated into the guidance mechanisms of society, a politically and economically healthy and balanced system will emerge.” pg 197

# New Model-SDGs

- ▶ PEOPLE, PLANET, PROSPERITY, PEACE, PARTNERSHIP
- ▶ TO ADOPT AN IMPERATIVE OF INCLUSIVITY AND EQUITY, TO EMBRACE AN ECONOMY AND CULTURE OF CARING AND SHARING, TO PROVIDE A LEVEL PLAYING FIELD FOR EDUCATION, INNOVATION, SELF ACTUALIZATION, TO ENCOURAGE TRANSDICIPLINARY AND MULTISECTORAL SOLUTIONS TO COMMON GLOBAL THREATS, IS TO HERALD A CLIMATE OF CHANGE, “SEEK PEACE AND PURSUE IT” AND BE GOOD STEWARDS OF ALL CREATION!



<https://www.infodev.org/EPIC>

<https://documents1.worldbank.org/curated/en/240461562141037955/pdf/Profiling-Caribbean-Women-Entrepreneurs-Business-Environment-Sectoral-Constraints-and-Programming-Lessons.pdf>

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<https://gbtiblog.com/spotlight-on-women-entrepreneurs-in-the-caribbean/>

<https://www.facebook.com/IACWE/>

<https://blogs.iadb.org/caribbean-dev-trends/en/more-female-entrepreneurs-please/>

<https://www.facebook.com/SealMySipSmoothieLoungeAndJuiceBar>

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