

**IMPACT OF ENTREPRENEURSHIP EDUCATION ON WOMEN INCOME GENERATING  
ACTIVITIES: THE CASE OF MIFUGO, PATANDI AND NGARUMA VILLAGES IN  
AKERI WARD MERU DISTRICT**

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**Abstract**

*This study aimed at examines the impact of entrepreneurship education on women income generating activities. The study was conducted in Mifugo, Patandi and Ngaruma villages of Akeri ward Meru district in Arusha region. During data collection, both qualitative and quantitative data from primary and secondary sources were collected from 50 respondents by the use of a case study design. Data analysis was done using a Statistical Package for Social Sciences (SPSS) computer software in order to obtain the frequencies and percentages. Data presentation was done by the use of tables, charts and graphs. The findings revealed that entrepreneurship education contributes significantly on the performance of women income generating activities. Normally women of all ages participate in income generating activities but the dominant age category ranges from 30 to 50 years. It was also revealed that women entrepreneurs are motivated for different reasons. Furthermore types of business, number of employees and source of business capital were discussed. In addition different challenges facing women entrepreneurs were also discussed. Finally sales status after entrepreneurship education, business formalization, business diversification, future plans and prospect of women entrepreneurs and different services offered by government to women entrepreneurs were deeply discussed.*

*Keywords: impact, entrepreneurship, education, women and income*

**INTRODUCTION**

The intensity of economic crisis of late 1970s and earlier 1980s and pressure from the World Bank (WB) and International Monetary fund (IMF) forced Tanzania government to liberalize trade and transform state- led economy to market- driven economy redefining the role of government to focus on facilitation rather than direct ownership and operation of enterprises (URT, 2004). As a result of the above scenario, it forced a lot of people (women in particular)

into SME's in order to make ends meet which make the first generation of entrepreneurs (ILO, 2002)

In the contemporary time small and medium entrepreneurship play a fundamental role in the Tanzanian economy by contributing about 30-40 percent of GDP and also SME's have become the main source of employment and income generating activity for the majority of women in Tanzania (URT & ILO, 2003). Women constitute about 75% of the total SME's operators national-wide and therefore any positives or negative development in the sector will have a direct corresponding effect on women, their enterprises and the national economy as a whole (ILO, 2002). In the contemporary time there have been recognition of the role played by various programmes aiming at promoting various enterprises particularly those owned by women (ILO, 2002: URT, 2003). Many programmes such as Women in Poverty Eradication (WIPE) has dedicated its resources in supporting the growth and development of women income generating activities aiming at alleviating poverty among them (EOTF, 2006).

However the impact of these interventions and initiatives on women income generating activities has yet not been established. Therefore this study intended to examine the impact of entrepreneurship education on women income generating activities supported by entrepreneurship education, effects of entrepreneurship education on women income generating activities particularly whether their business has grown, remained the same or failed after the entrepreneurship education and finally explores problems associated with insufficient/ lack of entrepreneurship education in managing women income generating activities. .

### **Statement of the Problem**

Recognizing the importance of women income generating activities towards poverty reduction and economic growth; many programmes particularly education programmes have been set- up by the government, international donors, non-governmental organizations and development partners in order to support the establishment or development of women's income generating activities with low or no positive effect.

Despite the above-mentioned initiatives and efforts the enterprise and performance of women, entrepreneurship in Tanzania is hindered by several factors which creates a critical constraints on female entrepreneurs such as multiple gender roles due to unequal division of labour, unequal access to resources, insufficient/lack of capital, limited skills, biased curricular, low level of self confidence, fear in taking risks due to easily inculcation of dependence syndrome and low entrepreneurial education.

In Tanzania for example majority of women entrepreneurs who are dealing with business, their businesses are growing to some extent but in actual sense they are operating their business under severe economic, social and cultural constraints. In addition women's efforts in poverty alleviation are also affected by unsustainability of income generating activities

due to imperfect markets, stiff competition, inadequate loans and sometimes poor weather conditions.

Therefore, there is inadequate information on the impact of entrepreneurship education on women income generating activities. This study intended to examine the impact of education on women income generating activities by assessing the profile of women entrepreneurs who participated in the entrepreneurship education programmes, performance of their income generating activities, effects of entrepreneurship education on the income generating activities and finally explored problems associated with insufficient or lack of entrepreneurship education in managing women income generating activities.

### **Research Objectives**

The broad objective of this study was to examine the impact of entrepreneurship education on women income generating activities.

Specific objectives were, to:

- i. Examine the profile of women entrepreneurs participating in income generating activities.
- ii. Assess women income generating activities supported by entrepreneurship education.
- iii. Determine women income generating activities growth due to entrepreneurship education.
- iv. Explore challenges associated with inadequate entrepreneurship education in managing women income generating activities.

### **Significance of the Study**

There is inadequate information on the impact of entrepreneurship education on women income generating activities. Therefore the findings from this study will be of great importance to the policy makers in generating empirical information from which women entrepreneurs, planners, SACCOS, Women Income Generating Associations and Non- Governmental Organizations dealing with women empowerment and poverty reduction shall depend on as their base for designing strategies to improve women income generating activities.

Furthermore, the findings to be obtained will be very useful to academicians and researchers dealing with the same or related problem elsewhere as a source of knowledge. Moreover the findings to be obtained are expected to add knowledge to the body of existing knowledge or filling up the knowledge gap on the existing knowledge and finally contributing to the improvement of women income generating activities and their socio-economic requirements in their respective families and the surrounding communities.

Finally, the findings shall be of great use in strengthening women economic groups in the study area and elsewhere in the country. The knowledge on women entrepreneurial education is very fundamental to determine the successfulness of any given women income generating activities.

## **LITERATURE REVIEW**

### **Theoretical Literature Review**

The word entrepreneur originates from the French word “entreprendre” which means “to undertake”. An entrepreneur is therefore an undertaker of business activity who has an ability and desire to recognize and pursue business opportunity (Holt, 1999). According to Hisrich & Peters, (2002) an entrepreneur is someone who organizes and assumes the risk of a business in turn for profits. Lambing & Kuchl, (2007) an entrepreneur is someone who carries out new combinations by such thing as introducing new products or processes, identifying new exports or sources of supply or creating new type of organization. According to Lambing & Kuchl, (2007): Hisrich & Peters, (2002): Zimmerer & Scarbarough, (1996) an entrepreneur has the following features:

- Enthusiastic vision. An entrepreneur’s vision is always supported by an interlocked collection of specific ideas not available to the marketplace.
- The overall blue print to realize the vision is clear however details may be incomplete, flexible and evolving.
- The entrepreneurs promote the vision with enthusiastic passion. With persistence and determination, the entrepreneur develops strategies to change the vision into reality.
- An entrepreneur is visually a positive thinker and a decision maker.
- An entrepreneur takes the initial responsibility to cause a vision to become a success.
- An entrepreneur takes prudent risks. They assess costs, market or customer needs and persuade others to join and help.

Therefore entrepreneurship is a process of creating something new with value by devoting the necessary time and efforts assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary, personal satisfaction and independence (Hisrich & Peters, 2002). On the other hand Hornby (2006) defined an entrepreneur as a person who makes money by starting or running business especially when it involves taking financial risks.

### **Classification of Women Income Generating Activities**

Women income generating activities are classified under Small and Medium Enterprises (SME’s). SME’s sometimes referred to as Micro, Small and Medium Enterprises (MSME’s). The SME’s covers the non-farm activities mainly manufacturing, mining, commerce and services. Different countries use various measures of size depending on their level of development. But

the commonly used yardsticks are the number of employees, total investments and the sales turnover (URT, 2003).

In Tanzania context Micro Enterprises, Small Enterprises, Medium and large Enterprises can be classified as follow i.e. Micro enterprises consists of 1-4 employees and maximum capital of 5 million, Small enterprises consists of 5-49 employees and capital between 5 million to 200 million, Medium enterprises consists of 50-99 employees with capital ranging between 200 to 800 million and Large enterprises contains more than 100 employees with capital above 800 million (URT, 2003).

### **Characteristics of Small and Medium Enterprises**

Burns & Dewhurst (1989) the major characteristic of SME's is that its firms' share of the market is not large enough to enable it influence the price of national quantities of goods sold to any extent. Furthermore, SME's have personalized management where the owner actively participates in all aspects of management of the business and in all major decision-making process. Thus there is little devolution of the delegation of authority.

From the historical perspective in Tanzania, SME's play a very crucial role to the country's economy. It is estimated that there are over one million enterprises in the sector employing more than 4 million people or 20-30% of the total labor force. The sector is considered to have the highest potential for making the greatest contributions to employment, growth and increased incomes. Employment in the sector is growing at 10% annually and operators in this sector are able to generate between 2.5 and 10 times the minimum earnings of civil servants. The enterprise has shown great potential for creating wealth and contributing to equitable distribution of national income. Women participating in income generating activities are the majority who dominate this sector (URT, 2003).

### **Empirical Literature Review**

One of the limitations of the existing literatures on entrepreneurship in Africa and Tanzania in particular is the treatment of women entrepreneurs as homogeneous group while in reality women entrepreneurs differ in many aspects such as age, religion, ethnicity, wealth education, literacy, marital status and socio- economic positions (ILO, 2003: Rutashobya & Nchimbi, 1999).

There are so many reasons which motivate women to start-up establish a business though majority of them are necessitated by economic motive(s) (Olomi, 2001). The economic motive(s) itself is caused by prevailing hardships brought by new development paradigms. Normally women motivation to embark in business or income generating activities is primarily to provide family support (Nchimbi, 2003). Contrary to the previous time where men used to be the bread winners in their families, in contemporary time both men and women should be bread

winners in order for socio-economic and cultural life to move towards the positive direction (Makombe, 2006). But sometimes others women take part in business in order to earn extra income “*Supplementary*” or pin money (ILO, 2003). It should be noted that women participation into business/income generating activity is not for profit making contrary to men as pointed out earlier. In some categories of women due to retrenchment resulted from Structural Adjustment Programmes (SAPs) are unable to find employment in formal sector and being naturally forced into other different income generating activities (ILO, 2003).

With respect to entrepreneurial training and growth of women enterprises, it is possible to develop educational programme/scheme aiming at imparting knowledge, skills and attitudes on business development. Unfortunately enough lack of business technical and entrepreneurship education inhibit potential and existing entrepreneurs’ development (ILO, 2002). There are so many educational programmes which had been under taken by different organizations such as SIDO, UDEP, Moshi University College of Cooperative and Business Studies and NGOs but the impact has not being very significant (UDEP, 2002).

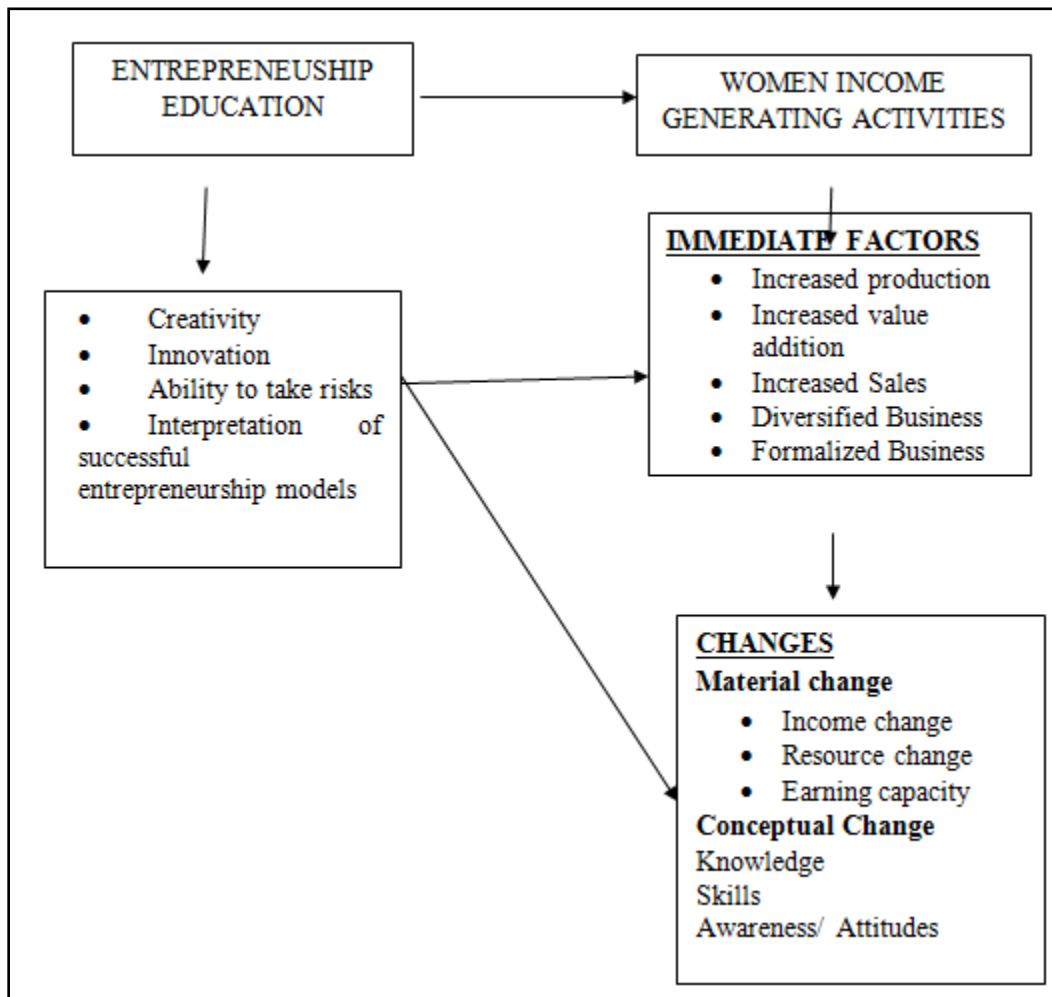
Women are regarded to have limited enterprise vision since their main aim is to earn income rather than building substantial enterprises (Olomi, 2001). The above argument is also supported by Nchimbi (2003) who found out that less than 40% of Tanzanian women have a high need for achievement and desire to grow. On contrary study by ILO (2003) found out that women entrepreneurs were very committed to the development of their business from the beginning and were aspiring for expansion of their enterprises as well as more growth. As revealed by ILO (2003) only 6% of Tanzanian women interviewed felt pessimistic of the future whereas 84% has future plans to grow and expand their business though they do have insufficient knowledge and skills on how to coordinate their businesses profitably and prosperously.

Makombe (2006) and (URT, 2008) on the other hand conducted a study whose primary objective was to explore and describe how women micro-entrepreneurs in food processing sector had been empowered in economic, socio-cultural and psychological dimensions as a result of the entrepreneurship educational support from SIDO, UNIDO and WED Programme. The justification for the study was that most of the studies on women’s empowerment have been on micro-credit based enterprises and almost non on entrepreneurship based one. On this regard the study suggested that capacity building should be created through entrepreneurship based education programmes in facilitating women to overcome/ establish their own sustainable and prosperous income generating activities. It is furthermore argued the need for women micro entrepreneurs to abandon dependence syndrome and be willing to contribute to training cost is unavoidable.

**Conceptual Framework on the impact of entrepreneurship education on women income generating activities**

Conceptual framework in this case provides a link between entrepreneurship education (independent variable.) and women income generating activities (dependent variable). Other things being equal, the underlying factors under investigation are creativity, innovation, ability to take risks and interpretation of successful entrepreneurship role models. In return, growth of women’s income generating activities been the outcome of interest is measured with the following proxies as immediate factors namely increase of sales, diversification of business, formalized business and by looking at immediate changes on material, conceptual, perceptual and relational (Figure 1).

Figure 1: Conceptual framework



Source: Modified from UDEC, (2002)



## RESEARCH METHODOLOGY

### Description of the Study Area and Justification for its Selection

Meru district council is among the two councils that form Arumeru district. Administratively Meru district is divided into 3 divisions, 17 wards, 69 villages, 275 hamlets and 48,768 households. The district has a total population of 225,611 people according to 2012 census, among which 112,807(59.9%) are females and the rest are males (URT, 2003 & URT, 2012). Community members in Ngaruma, Patandi and Mifugo in Akeri ward are involved into a number of different income generating activities such as coffee, beans and maize production which are mainly dominated by men in the area. In addition, community members are also involved in animal keeping mainly for milk production. They also keep goats, chicken and pigs. But again all of these economic potentialities are under the control of men. Other members in the community are dealing with small and medium business activities of buying and selling variety of products. In the business category is where majority of independent women are found to dominate.

Akeri ward is one among the 17 wards in Meru district (URT, 2005). The ward was chosen for convenience in terms of its centrality location, it is the place where the researcher has lived for more than ten years and thus it will make easy for data collection exercise. Incidentally, not many studies on women income generating activities have been conducted in Meru District particularly in Akeri ward. Most of the studies on women participation in income generating activities have been conducted in Dar es Salaam, Arusha district, Morogoro and Zanzibar, therefore this study provided an opportunity to get information on the impact entrepreneurial education on women income generating activities in Meru district-Akeri ward (URT,2006 & URT 2008)

### Research Design

A case study design was used to address the research problem. The researcher used this approach because it facilitates a rich understanding of the context of the study for a very specific issue and very specific category. In this approach, both explanatory and descriptive studies were used. The former was used in order to establish the casual relationship between variables whereas the latter was used in order to ascertain and be able to describe the characteristics of the variables under investigation.

Data collected were used for simple description purposes as well as determining the relationships between variables. The study was supplemented by observations on different socio-economic and behavioral issues which could not be captured otherwise. Therefore the study was descriptive. This design has a greater degree of accuracy and precision in social science studies as recommended by De Vaus (1991: 143-149pp).



### Study Population, Sample size and Sampling Procedures

The targeted population for this study was all women participating in income generating activities and particularly who had attended entrepreneurial education training. In particular three villages of Ngaruma, Mifugo and Patandi with total of 150 women in income generating activities were considered as our sampling frame. Respondents were selected using random sampling. Total 50 respondents took part in the study.

The above selection of the respondents concurred to Bailey, (1987) for homogeneous rural population; a sample size should not be too large just a reasonable number can be enough to get the information required. In this case 50 respondents were used as a reasonable number. The researcher chose this sample size by considering time, cost associated and homogeneity of the population as well as participation of respondents in income generating activities. The distribution of respondents by villages was as shown in table 1 below. The sample size was purposively selected by targeting only women participating in income generating activities and who had received entrepreneurship education.

Table 1: Distribution of Respondents by Streets

District	Sampling Frame	Sampling Cluster	Frame	Sample	Sample Selected
	No.	%		No.	%
PATANDI	48	32		17	34
MIFUGO	40	26.7		14	28
NGURUMA	62	41.3		19	38
TOTAL	150	100		50	100

### Pre-testing

Questionnaire for women participating in income generating activities was pre-tested in the field using a random sample of 12 women from Nguruma, Mifugo and Patandi villages in Akeri ward Meru district, Arusha region in one week before actual data collection began. Pre-testing of questionnaire was necessary in order to determine the validity of the instrument and thereafter making necessary adjustments/rectification where possible. Basically the pilot study was done in order to observe the following; to test data collection instruments, to assess time for data collection, to check availability of the study population and their reactions, to see how a research team could work together after a short training and whether costs and other requirements were adequate as well as to test procedures for data processing and analysis in order to see if findings would make sense.

## **Data Collection**

In conducting this research both qualitative and quantitative data from primary and secondary sources were employed in order to obtain the required information.

### ***Primary Data***

This is the first hand type of data in which the researcher collect data from the respondents, e.g. target population by using data collection techniques and tools like questionnaire, interview and observation. In this respect, a structured questionnaire was prepared and used to obtain information for primary data from women income generating activities in Meru district. Data collection was done by principal researcher assisted by one research assistant.

The use of questionnaire in gathering information was chosen in order to obtain facts on the prevailing practices and behaviors. This method is normally preferred and widely employed by most of social science research due to its accuracy, precision and convenience in data collection. A focus group discussion consisting of 5 women entrepreneurs was conducted in each village in order to obtain more detailed information. In order to nourish the primary data, personal observation on different socio-economic and behavioral issues were conducted so as to capture the information which could not be obtained otherwise.

### ***Secondary Data***

Secondary data were collected through reviewing documents on different socio-economic practices particularly on women income generating activities in different parts of the country including Akeri ward in Meru district. This provided supplementary information to the primary data and made findings more comprehensive and detailed especially for aspects which were not easy to be captured otherwise.

### ***Data Processing and Analysis***

In general both qualitative and quantitative data were analyzed. After each interview, data for each questionnaire was checked for its accuracy immediately before proceeding to another respondent. The completed questionnaire was coded, entered to a computer and then analyzed using a Statistical Package for Social Science (SPSS) Computer Software. Descriptive statistics were applied for data analysis to produce frequencies, chi-square and percentages. The information obtained on the impact of entrepreneurial education on women income generating activities was presented by using pie charts, graphs and tables.

Table 2: Objective Matrix on Variables, Data Collection Methods and Methods of Analysis

S/ NO	SPECIFIC OBJECTIVE	DATA REQUIRED	DATA COLLECTION METHOD	VARIABLES
1.	To find out the profile of women entrepreneurs participating in income generating activities	Distinctive characteristics of women entrepreneurs participating income generating activities	Interviews with women participating in income generating activities and village leadership officials	<ul style="list-style-type: none"> <li>Income of women engaging in income generating activities</li> <li>Socio-economic conditions of women in income generating activities</li> <li>Other developmental achievements</li> </ul>
2.	To examine the profile of women income generating activities supported by entrepreneurship education	Characteristics/features of women income generating activities supported with entrepreneurship education	<ul style="list-style-type: none"> <li>Interviews with women participating in income generating activities and village leadership</li> <li>Personal observation on the features/ characteristics of women income generating activities supported with entrepreneurship education</li> </ul>	<ul style="list-style-type: none"> <li>Increased sales</li> <li>Diversification of the business</li> <li>Formalization of the business</li> </ul>
3.	To determine if women income generating activities have changed/ remained the same after the acquisition of entrepreneurship education	Data on women's' income before and after the acquisition of entrepreneurship education	<ul style="list-style-type: none"> <li>Interviews with women participating in income generating activities, village leaderships and community members</li> <li>Personal observation</li> <li>Focus Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Changes in sales, resources owned, income/earning, skills, knowledge and awareness/attitudes</li> </ul>
4.	To explore problems associated with inadequate entrepreneurship education in managing women income generating activities	List of problems affecting women income generating activities	<ul style="list-style-type: none"> <li>Personal observation on women income generating activities</li> <li>Interview with community members, officials and village leadership</li> </ul>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Innovation</li> <li>Ability to take risks</li> <li>Interpretational ability</li> </ul>

### Limitations of the Study

The research was carried out on the environment where the following problems were encountered:

- Women entrepreneurs in Akeri ward are very scattered and busy with multiple of income generating activities such as zero grazing of animals, business activities, poultry projects and farming activities. This created a lot of difficulties in getting the respondents who participated in the study. In addition, few respondents could not express themselves thoroughly in Kiswahili. This compelled a researcher to look for an interpreter who could translate from Meru language to Swahili and vis versa.
- Some of women entrepreneurs could not found easily because they were not at home. It should be noted that in Akeri ward women entrepreneurs have a tendency of travelling from one place to another or from one market place to another either selling goods or buying goods to be sold elsewhere. That's why not all of them were at home during the first visit.

This compelled the researcher to arrange for another visit when they would be at home and therefore spending more time than expected.

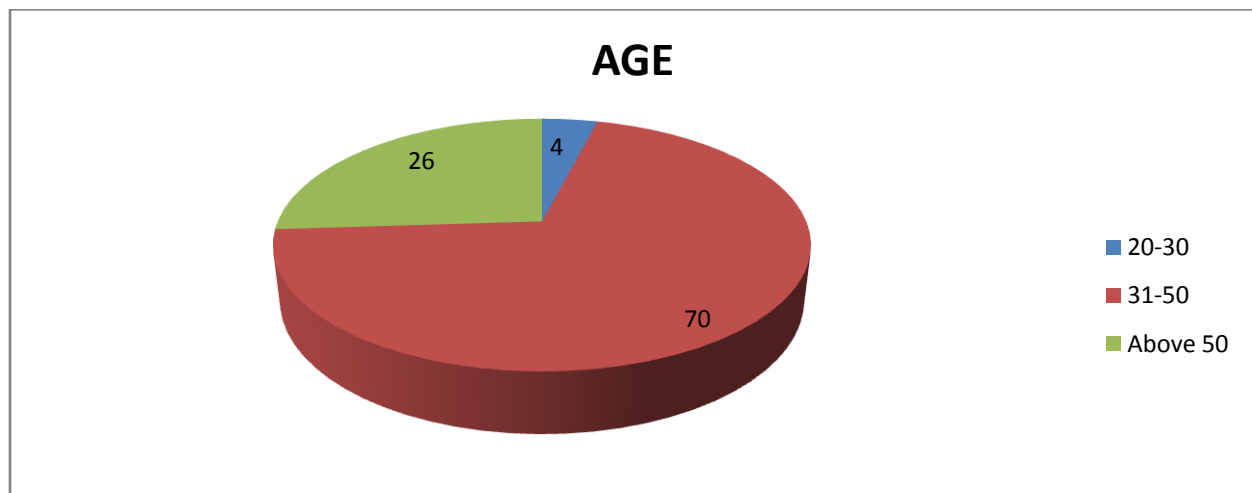
- Last but not least, there was a problem connected with transport. The study was conducted on May which is a rainy season in the area. Some respondents who are located far from the main road were very difficult to be reached because of the roads being impassable. To overcome this limitation, more time was spent so as to ensure all the intended respondents were visited.

## FINDINGS AND DISCUSSION

### Age Distribution of Respondents in Percentages

The results showed that 35 (70%) of all respondents were between 31-50 years and 13 (26%) of all respondents were above the age of 50 years while 2 (4%) of all respondents fell between the ages of 20-30 years. But none were below the age of twenty years (Figure 2). From the above findings, it is evidenced that, almost all women entrepreneurs were above the age of 30 years. Thus, implying they were matured enough to face various challenging business decisions..

Fig. 2 Distribution of respondents according to Age (N=50)

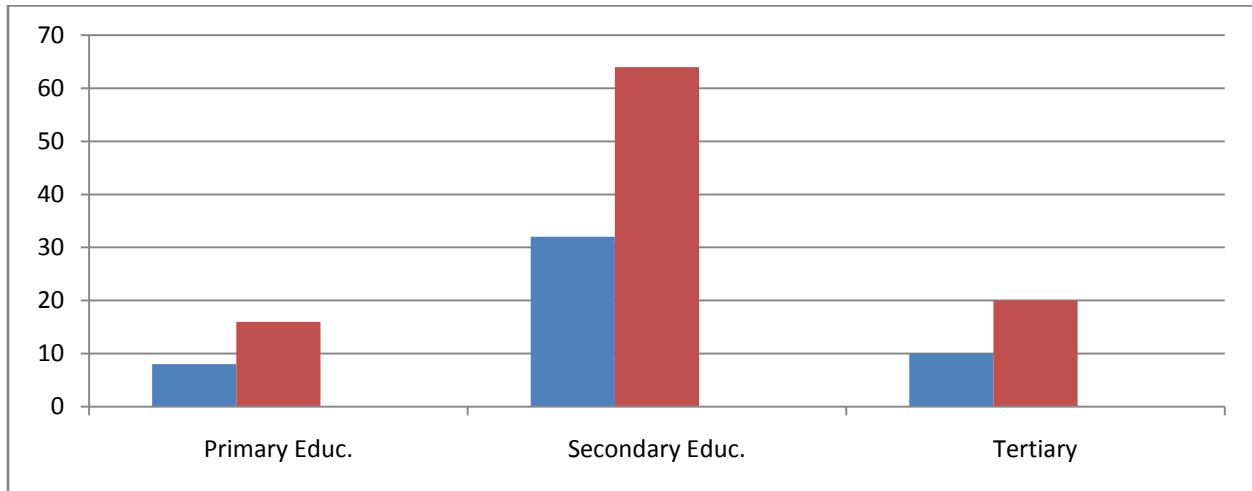


### Level of Education Attained in Percentages

The level attained in education shows that 32 (64%) and 10 (20%) had attained secondary and tertiary education respectively. About 8 (16%) of all respondents indicated to have attained primary level education. The above findings are quite different from that normally portrayed from women entrepreneurs as being “uneducated”. This is because; majority of women interviewed

had at least primary education. However, the proportion of women in tertiary education was still low, implying that, majority possessed average education.

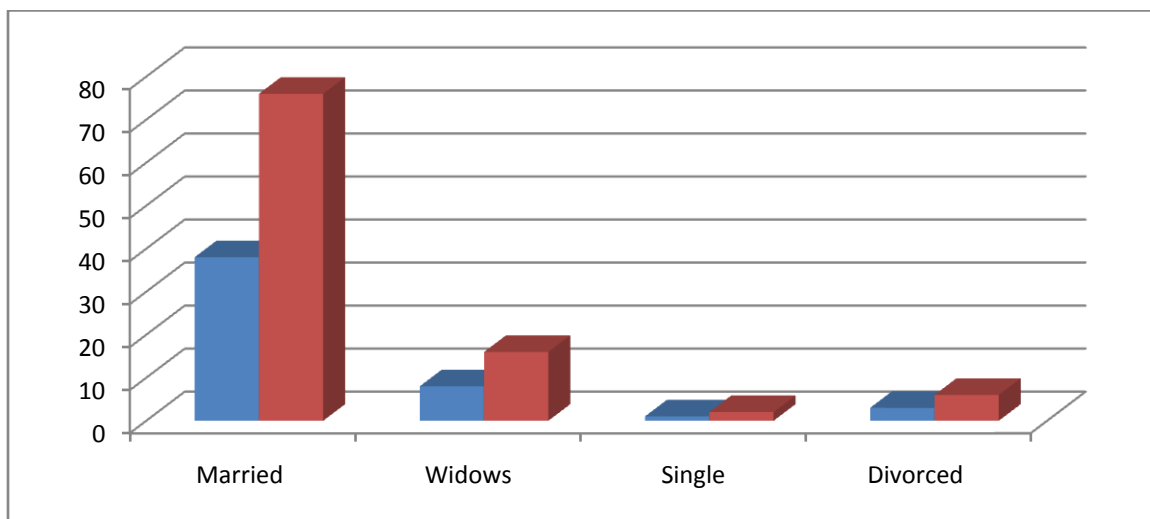
Figure 3. Women’s Entrepreneurs Educational Levels



**Marital Status in Percentages**

Thirty eight respondents (76%) of all women entrepreneurs interviewed were married. Widows were 8 (16%) of all respondents and single was 1(2%). Divorced were 3 (6%) and none were separated. From the above findings, a heavy pressure of women’s time can be evidenced, as married women in Tanzania society are expected to fulfill their roles to their husbands, household and community at large. This therefore poses a challenge to them in trying to balance marital and business activities. Further observation revealed that marital status has no effect on women participation into income generating activities but act as a catalyst for women to participate rigorously into business because of different family pressing needs (Figure 4)

Figure 4. Respondents Marital Status



## Children Status

The research results revealed that 49 (98%) of all respondents of women entrepreneurs have children; while 1 (2%) respondent had no child/children. It was also learned that, the number of children ranged from two to eight (2-8). Since almost all women had children ranging from 2-8. There is no doubt that, they faced challenges in running their business due to the attached reproductive roles and community management roles. This is because in Africa and Tanzania in particular the role of raising a child is always left to women and as the saying goes, “bearing a child is not a task, but raising is the most difficult task”. In addition, the workload becomes heavier when a mother has many children. These findings reflect those found in ILO (2003).

## Business Profile

In response to research objectives indicated above, variables considered for analysis were motivation for starting a business, type of business conducted and number of years in business, business ownership status and number of employees, source of start up capital, source of the market and constraints in running a business. The subsequent sub- sections present the analysis and discussion of these variables.

### *Motivation for Starting a Business*

Interviewees gave a range of reasons as motives for starting a business: potential, interest and skills were given by all women entrepreneurs equivalents to one hundred percent (100%), economic hardships was raised by 49(98%) interviewees and business responsibilities was given by 47(94%) of all respondents. Assisting husband financially motivated 40 (80%) of all respondents, financial independence from husband was given by 38(76%) of all women entrepreneurs participated in the study while profitability sake of the business motivated 30 (60%) of all respondents. Other motives like assisting relatives, increasing the status and self empowerment were raised by 26 (52%) of all respondents (Table 2)

Table 2: Motivation for Starting a Business

Parameter	Frequency	Percentages
Potential, Interest & Skills	50	100
Economic Hardships	49	98
Balancing family and business responsibilities	47	94
Assist husband financially	40	80
Financial independence	38	76
Profitability sake of the business	30	60
<b>Others</b>	<b>26</b>	<b>52</b>

It is evidenced from all interviewees that the foremost reason for conducting a business was due to, profits/benefits interest and skills possessed followed by economic hardships. This life

outlook is partly due to the prevailing hardships brought by new development paradigms as pointed out by (Makombe, 2006). Others had the need to provide family support through balancing family and business responsibilities. The above findings concurred with Nchimbi (2003) who found out that women's motivation for being in business is more often to provide family support. This was also evidenced from women themselves during focus group discussion in almost all villages i.e. Nguruma, Mifugo and Patandi.

Further discussion with women entrepreneurs revealed that, 40 (80%) of all respondents started business with an aspiration to assist husband in financial matters. With this response, it shows that Tanzanian women agree wife and husband should both be breadwinners, unlike in the past where men were only the breadwinners in their families. Nevertheless, others 38 (76%) of all women had an objective of gaining financial independence from their husbands as they were tired of dependence syndrome. The results agreed that most women are drawn into business with the aim of earning an income-frequently labeled as "supplementary" or "pin money"

Profitability sake 30 (60%) of all respondents pointed out that despite the community outlook which regarded women's motivation for being in business had less to do with profitability of the business contrary to men who perceive profit as the primary goal. From focus group discussions: other motives for starting a business were due to retrenchment, provision of quality and standard products in Tanzanian market, easy accessibility of raw materials and retirement economic life condition.

### **Types of Business**

Business operated ranged from food processing, textile to finished goods like clothes and food at Tengeru market as well as food processing in home based industries. Where 10 (20%) of all respondents occupied the food processing industries, 9 (18%) of all respondents were in textile and batik making, 6 (12%) of all respondents were in handcrafts business, 4 (8%) of all respondents were selling agriculture products, 6 (12%) of all respondents were selling products and 3 (6%) of all respondents were engaged in bar and grocery activities while 12 (24%) of all women interviewed were in more than one business (Table 3).

Table 3: Types of Business

<b>Parameter</b>	<b>Frequency</b>	<b>Percentages</b>
Food Processing	10	20
Textile and Batik Making	9	18
Handcrafts	6	12
Selling of Agriculture Product	4	8
Grocery and Bar	3	6
Selling of Industry Products	6	12
Operating with more than one business	12	24



Consistent with the findings, Women’s entrepreneurs engaged in activities which are typically female namely; textile and batik making, food processing, handcrafts, selling of agriculture products, grocery and bar, and selling of industrial products. These activities are mostly dominated by women contrary to manufacturing, wholesale trade, transportation, tour agencies and estate agents which are normally conducted by men. These results are supported with previous studies such as ILO (2002), Olomi (2001), Nchimbi (1999) and Rutashobya (1995) which revealed women to be engaging mostly in “gendered” or “feminized” sectors. However, the researcher’s findings contradict with Lambing & Kuehl (2007) who revealed that, other women are found in construction and transportation industries.

### **Number of Years in Business**

With regard to number of years in business the findings show that 20% of all respondents had been in business for 1-5 years, 50% of all respondents had been in business for a period of 6-10 years, 14 28% of all respondents indicated that they have been in business for 11- 15 years and only 1 (2%) of all respondents had been in business for more than 15 years. The analysis shows that majority were in business for at least 6 years compared to few who were in operation for 1-5 years. This illustrates a level of success and survival of their businesses which also contradict to society perception that women cannot manage and coordinate their business in the same way like men. In other way it proves that given adequate opportunity women can perform better. In Swahili we say “*Wanawake wanaweza kufanya vizuri wakipewa nafasi*”.

### **Business Ownership Status**

Ownership status of women participating in income generating activities differed from one woman to another as it can be seen in table 4 below:

Table 4: Business Ownership Status

<b>Status of Business Ownership</b>	<b>Frequency</b>	<b>Percentages</b>
Sole Proprietorship	37	74
partnership	2	4
Group	10	20
Limited Liability Company	1	2
<b>Total</b>	<b>50</b>	<b>100</b>

Data collected from women participating in income generating activities indicated that 37(74%) of all respondents were in sole proprietorship, 2 (4%) of all respondents were in partnership, 10 (20%) of all respondents were in groups and 1 (2%) of all women entrepreneurship was in Limited Liability Company (Table 4). Results from table 4 above shows that, majority of women entrepreneurs were operating as sole proprietorship which indicates the level of independence

and confidence among women. In addition, they stood at advantageous positions in terms of making quick decisions, high secrecy and direct motivation as there is no division of the profits of the business. On the other hand, they were at disadvantageous positions due to unlimited liability, limited skills, limited capital and lack of perpetual succession.

According to focused group discussion and personal observation, it was revealed that few women in partnership were in a better position to accumulate more capital than sole proprietorship and had at their disposal diverse talents/skills and knowledge. Nevertheless, with this form of ownership, it's easy to enter into disputes and hence termination of partnership. Also, there is unlimited liability of the general partner and how incentive may arise as profit is shared. But in this type of the business it is easier to embark on large business hence reaping more profits.

For those in groups it was revealed during a semi structured interview that they do possess different forms of group enterprise similarly to those indicate in ILO (2002). There was only 1 (2%) woman running her business as Limited Liability Company, she deals with the business of processing milk products. With this form of ownership advantage such as limited liability, large financial resources, continuity of the business, transferability of shares and diffused risk could be enjoyed.

### ***Number of Employees***

Table 5: Number of Employees

<b>Number of Employees</b>	<b>Frequency</b>	<b>Percentages</b>
Less than five	30	60
5-49 employees	20	40
<b>Total</b>	<b>50</b>	<b>100</b>

According to the findings 30 (60%) respondents of women entrepreneurs indicated to have less than five employees while 20 (40%) respondents had 5-49 employees (Table 7). Since majority of women entrepreneurs had less than five employees 30(60%) of all respondents indicates that they were operating more on micro enterprises than small medium enterprises (as stipulated in classification of SME's Development Policy, 2003). Nevertheless, women added that they were creating a considerable amount of employment for others on an informal basis which could not be accounted for in the study (as focus was only on permanent employees). These results confirm findings from ILO (2003). In addition, other category of respondents had between 5 and 49 employees 20 (40%). From the above findings (table 5) it can be strongly concluded that women entrepreneurs contribute significantly towards employment generation for themselves and for others hence playing a fundamental role towards the government initiatives of reducing unemployment rate through creating an enabling environment and ultimately alleviating poverty within the communities.

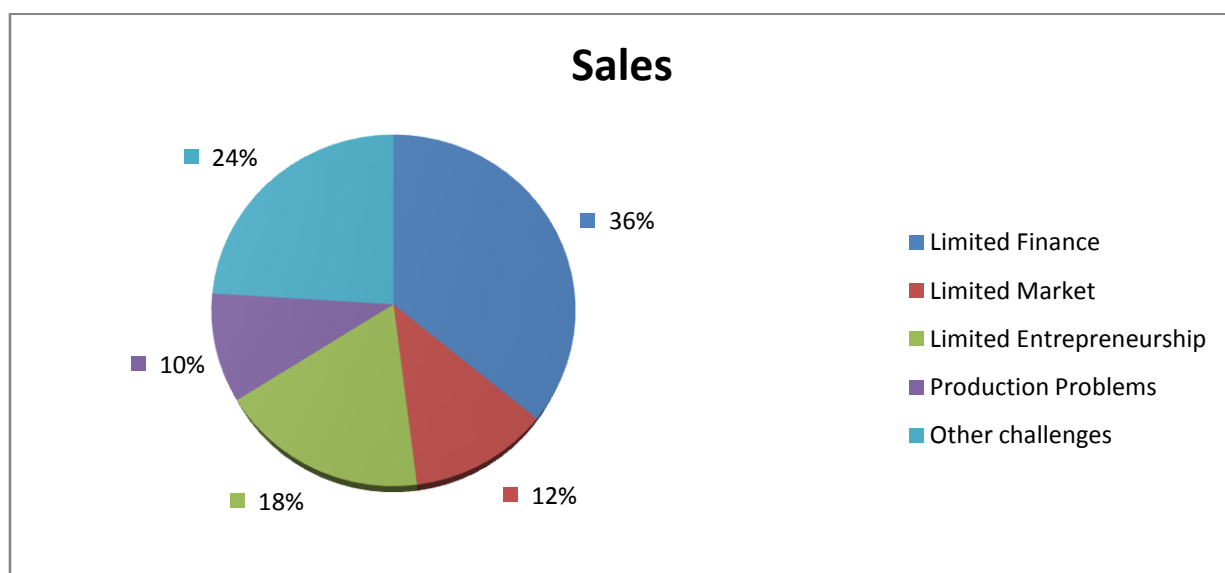
### **Source of initial Capital**

There are various sources of initial capital as mentioned by participants. Most women obtain funds (capital) from more than one source. Sources are rated as follows; 19 (38%) of all women interviewed obtain their capital from non-government organizations (NGO's) like PRIDE, SEDA and SACCOS, 17(34%) of all respondents obtain their capital from more than one source, 18 (36%) of all respondents get loans from the banks and 6 (12%) of all respondents obtain capital from family member contributions depending to their abilities. 49 (98%) of all interviewed women entrepreneurs get access/involved in local market and only 1 (2%) of all respondents participate in both local and international market. The implication of this scenario is that almost all women's businesses on income generating activities are localized i.e. the business takes place mainly in the local markets within the country. Women entrepreneurs in Akeri ward either sale or buy their products from the surrounding local market.

### **Challenges in Running a Business**

With respect to the challenges facing women dealing with income generating activities in Akeri ward, the following were the responses: 18 (36%) of all respondents explained to face financial constraints, 6 (12%) limited market whereby limited entrepreneurship training was raised by 9 (18%) of all respondents, production problems was mentioned by 5 (10%) of all interviewees and the remaining 12 (24%) of all respondents had other challenges like low co-operation from their counterparts, too much dependency from the rest of the family/clan members and transport related problem particularly during rainy season.

Figure 5: Challenges in Running Business among Women



The findings demonstrate persuasively that limited finance mentioned by 18 (36%) of all respondents was the most leading setback for growth of women's enterprises. The reasons pointed out were stiff condition in accessing loans such as collaterals, high interest rates, absence of grace period (especially for food processors, farmers or livestock keepers), group lending which was costly and didn't suit growth oriented women due to lack of commitment to some of women, bureaucracies, biasness and poor customer services rendered by loan officers.

The limited market 6 (12%) of all respondents during focused group discussion pointed out that it was due to stiff market competition both local and international but also low awareness/knowledge among women on how to capture a market niche in a free trade environment. In addition, the required quality standards by TBS and TFDA posed a challenge to them particularly on some of their consumable products. Furthermore, lack of business premises and Tanzanians favor for imports against domestic products was and still is among the challenges facing women entrepreneurs not only in Meru but also in other places national-wide. This was revealed in all villages visited.

For limited entrepreneurship training 9 (18%) of all interviewees explained their concern that they have limited training on entrepreneurial education which is associated by limited knowledge in the areas of products, skills development, ICT and business consultation as well as proper managing of their businesses. With regard to production problem 5 (10%) of all respondents pointed out that there has been always high cost of production due to high rents posed by tenants and costly raw-materials. Furthermore other challenges like poor quality and shortage of input supplies were raised by 12 (24%) of all respondents to be detrimental factors affecting production in one hand but on the other hand affecting women income generating activities.

## **Entrepreneurship education**

### ***Knowledge about entrepreneurship education***

From the findings 32 (64%) of all women entrepreneurship interviewed rated trainings to be excellent, 12 (24%) of all respondents gave satisfactory rate and the rest 6 (12%) of all respondents gave a poor rate. It seems training services were accessed by majority of respondents. This is evidenced by an excellent and satisfactory remark given by more than three quarters of the respondents. In spite of the fact that majority gave excellent and satisfactory remark, the question of poor remark given by 6 (12%) of all women interviewed cannot be underestimated; this implies a challenge does still exist in delivering training services.

It can be said without a doubt that training services were efficient in facilitating growth of women's enterprises as agreed persuasively by women and government officials. At this juncture, the researcher agrees with Olimi (19997) that it is possible to develop an

entrepreneurial carrier through entrepreneurial training. Whereas training topics cover multitude of areas such as skills in sales promotion, costing and pricing, quality control, good relations in business, simple financial management, how to exploit opportunity for investment trading policies, knowledge on how to manufacture (produce) goods and services in the better manner, market information and international marketing.

Various sources of entrepreneurship education mentioned by the respondents were from NGO'S like PADER, TIP which were provided through seminars, village meetings and workshops also other respondents obtain entrepreneurship education from SACCOS. Women entrepreneurs were able to participate/acquire knowledge on entrepreneurship due to reasons such as facilitation and encouragement from other women (learn from others), Non-Governmental Organizations facilitation and personal aspiration towards knowing the better ways to capture the market niche and reap more benefits. This was revealed in all villages during focused group discussion.

Reasons which hinder women from participating to the entrepreneurship education as revealed by the study ranged from limited number of professional expertise on entrepreneurship education to financial problems. From the previous discussion it seems that most of women entrepreneurs were faced with similar problem in getting knowledge on entrepreneurship skills and this of course has happened to be the song of most of women entrepreneurs. It seems by reducing/eliminating this problem the greater number of women will access entrepreneurship education and being able to experience the benefits derived from this programme. This was revealed in different villages during focus group discussion and through personal observation on the ways in which women were conducting their businesses.

Furthermore, it seems that most of the reasons for effective business performance were due to the spirit of working hard towards achieving success, knowledge gained from various seminars and entrepreneurship education courses, high amount of capital invested in their business, the dedication to perform entrepreneurship education and the successful co-operative with good communication with other women and their customers.

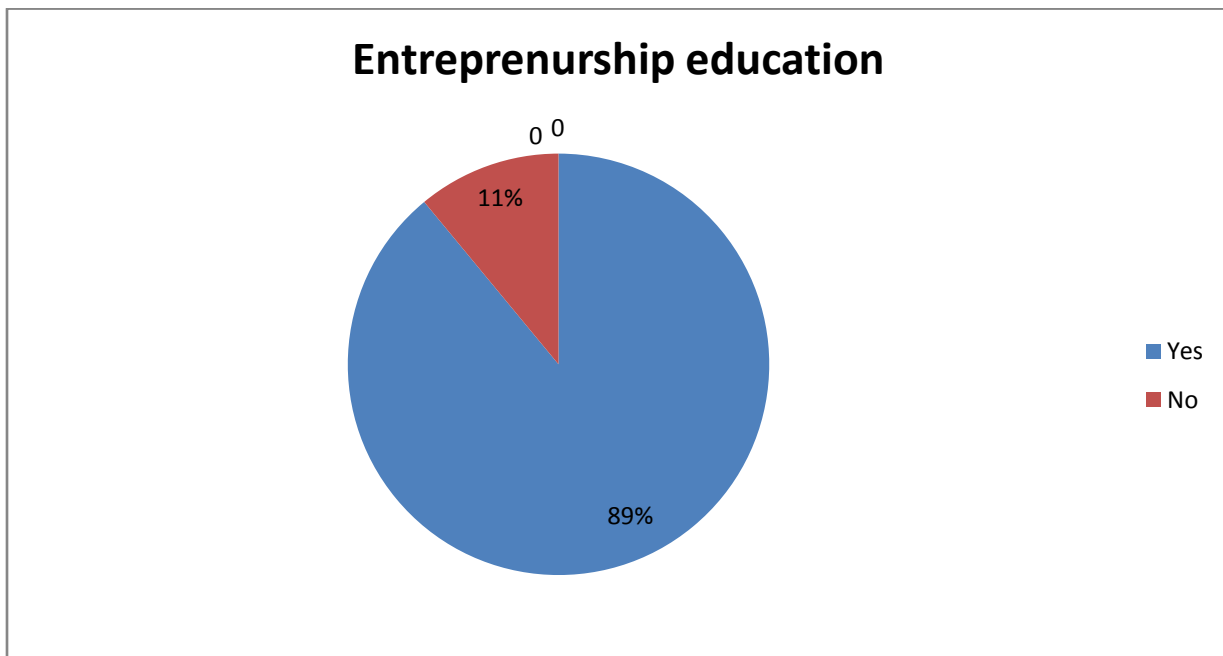
Most of the problems faced by women entrepreneurs from the findings include; lack of sufficient and reliable market for their products, high interest rate and stiff loan conditions which doesn't favor them, price fluctuation in the market, inability to get access on entrepreneurship education, knowledge on how to conduct business, low support from the government and other institutions, capital related problems, bad climatic condition which most of the time doesn't favor production activities and the issue of security and formalization of their business. The above problems were the cry of all women interviewed.

From the findings 27 (54%) of all respondents stated to have not received any support, while only 23 (46%) women entrepreneurs agreed to have received support from the government and other institutions in terms of advice on business issues, receiving financial

support, having them in contact with various NGO'S which support and initiating various meetings and seminars on women groups.

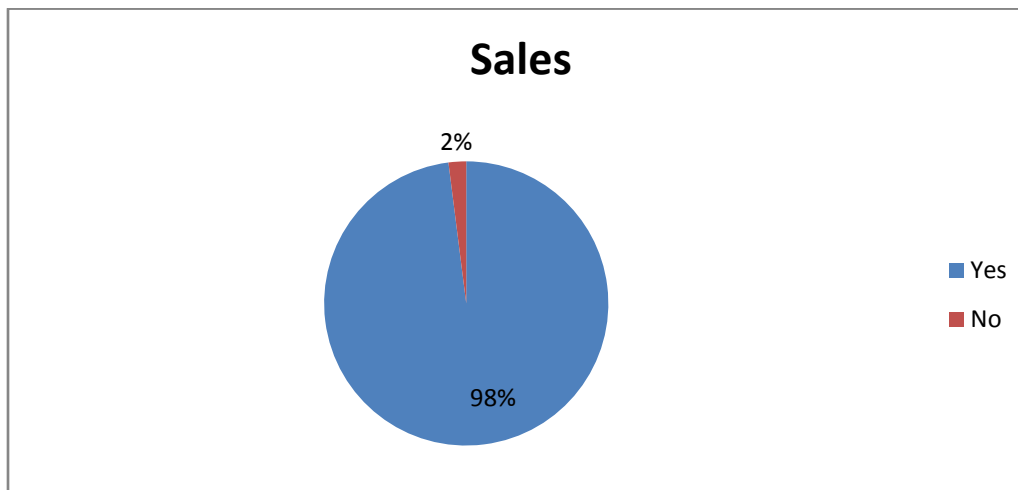
According to the research objectives, the variables considered in order to determine “grown enterprises” were mainly increase number of employees, increase in sales, formalization and diversification of business. 39 (78%) of all women entrepreneurs indicated to have increased number of their employees since when they acquired knowledge on entrepreneurship education and 5 (10%) women entrepreneurs had not managed to increase number of their employees due to different reasons (Figure 10).

Figure 6: Increase in Number of Employees since Acquired Knowledge on Entrepreneurship Education



From figure 3 above, it is revealed that, there is a direct relationship between entrepreneurship education programme and increase in number of employees of women’s enterprises due to expansion in their businesses. Unemployment being one of the challenging macro problems in developing countries, these findings challenge results from Makombe (2006) and ILO (2002) as they found out that, women’s enterprises were creating little or no jobs opportunities. 43 (86%) of all respondents explained to have managed to increase their sales since, they acquired knowledge on entrepreneurship education but 1 (2%) of all respondents had not increased sales after getting training on entrepreneurial education (Figure 4).

Figure 7: Increase Sales after Acquired Entrepreneurship Education



There is a positive relationship between entrepreneurship education programme and increase in sales of women's business. Contrary to a traditional label put on women whose positions are viewed to belong in the kitchen, those women without a doubt prove to be part and parcel of the whole economy through contributing to government revenues (different taxes). Nevertheless, sales were varying annually as revealed during focused group interview in Mifugo and Patandi villages.

In addition, 37 (74%) of all women entrepreneurs had acquired business license after acquiring entrepreneurial education while 7 (14%) of all respondents had not acquired business license while 42 (84%) of all respondents had registered (formalized their business after entrepreneurial education) but 2 (4%) of all women entrepreneurs had not formalized their businesses (Table 6)

Table 6: Formalization of Business after Acquired Entrepreneurship Education Knowledge

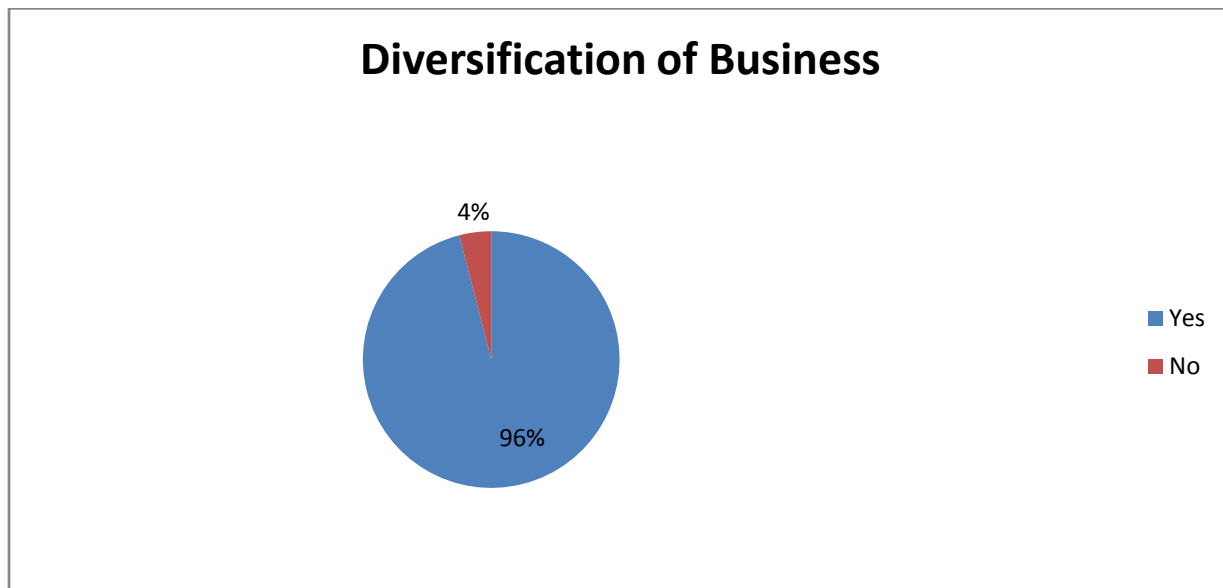
Parameter	Frequency	Percentages
<b>Possession of a business license</b>		
Yes	37	84
No	7	16
<b>Total</b>	<b>44</b>	<b>100</b>
<b>Registration of a business</b>		
Yes	42	96
No	2	4
<b>Total</b>	<b>44</b>	<b>100</b>

Consistent with findings from the above table, formalization of women's enterprises was due to the support rendered by entrepreneurship education in terms of knowledge and skills gained. With formalized businesses, women entrepreneurs are in a better position to access various business opportunities, contrary to those who are running informal businesses.



During personal observation and focused group discussion with women interviewees who acquired entrepreneurship education revealed that; formalization was possible but accompanied with complexity and high cost of procedures as well as bureaucracies. Of all respondents 48 (96%) had diversified their businesses since when they acquired knowledge on entrepreneurship education, but 2 (4%) respondents (4%) had not diversified their businesses since then (Figure 5).

Figure 8: Diversification of Business since the Acquisition of Knowledge on Entrepreneurship Education



It is evident from the figure 5 that; diversification of business was dependent on entrepreneurship knowledge and skills. Further discussion with women entrepreneurs during semi structured interview revealed that, diversification for at least 30% of all interviews were merely horizontal. The following are the ways which were suggested by women entrepreneurs to be used in the provision of entrepreneurship education so as many can get it; establishment of centres in the wards so that people can get knowledge easily and on time particularly women and for easy mobilization of groups, training and seminars to be conducted several times in a year, to spread facilitation in all areas (both rural and urban) and government and other institutions to participate in assisting people to acquire entrepreneurial knowledge.

Furthermore women entrepreneurs who receive entrepreneurship education and advice should enable their fellow women to participate and increase their response when they heard and called for meetings and seminars, they should budget their time and money so that they will be able to participate in entrepreneurship education even if they will be required to contribute for it (pay fee). From the in-depth interview 48 (96%) of all respondents were optimistic and had

future plans for their businesses and the remainder 2 (4%) of all respondents felt pessimistic and had no future plans (Table 7).

Table 7: Future Plans and Prospects

Parameter	Frequency	Percentages (%)
Yes	48	96
No	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

It is vivid that women entrepreneurs had a positive outlook on the future of their business. When discussed in a more concrete terms, some of those with future plans revealed to the interviewer that they were planning to increase employment especially to youths and women, diversifying business, widening market base and open industries with modern and efficient equipments. Yet others were aspiring for other plans such as operating at full capacity, becoming competitive business women in Tanzania, sub – contracting activities, acquiring additional and affordable premises and pursuing further education. These findings concurred to those of (ILO, 2003) which found out that more than forty percent (40%) of the Tanzanian women had higher aspirations for achievements.

### **Service offered by the Government to women Entrepreneurs**

According to the discussion held with government officials; ward project officer agreed of the existence of various services offered to women entrepreneurs. These include, among others coordination and linkages to various development agencies and NGOs, seminars on different development issues, assistance in initiation and establishment of various projects, with financial aid (funds) from the local government authority and hiring of professionals to train them on different entrepreneurial issues.

It was further revealed that training services are offered free of charge though some women are very reluctant to attend these trainings with allegations that they are wasting their time for doing other activities. Efforts to capture their participation are made through different methods such as street meetings, provision of seminars in various women groups, using notice boards, brochures and door to door adverts on better ways of running entrepreneurship activities. In the process of providing women entrepreneurs with education, several problems emanate. These range from low response from the community members particularly women, inaccessibility of other areas due to poor transport facilities particularly during rainy season which hinder facilitators from reaching many places to limited amount of funds to meet seminars and meetings costs.

## CONCLUSIONS

As per the findings from the previous chapter, it was revealed that majority of women participating in income generating activities are of the middle age i.e. below the age of 50 years but above 30 years. Most of these women are able to read, write and do some simple arithmetic and had finished at least class seven. Motivation for a woman embarking in business found to differ from one woman to another. But majority of women interviewed contended that their motivation to engage in business was attributed by the factors such as emancipating themselves from their males economic dependency, topping up to what their counterparts are producing, paying for school fees, modernizing their homes, offsetting other socio-economic problems within their families and generally empowering themselves economically .

Despite the difficult of business environment in Tanzania, women entrepreneurs in Akeri ward have managed to contribute marginally toward the government efforts of reducing unemployment in the country. Their future prospects if well supported through entrepreneurial education, tax relief, and user friendly loan condition as well as capital, they will be in a position to provide employment to a larger population category. Fortunately, majority's of their future plans and prospects regarding the growth of their enterprises give another promising factor in realizing expansion of women's enterprises to medium and large enterprises.

Multitudes of benefits have so far being realized after entrepreneurial education among women entrepreneurs. Some of these include general business growth, capital expansion and more business knowledge on cost benefit analysis before embarking into any business. Other benefits include reduction of socio-economic problems within their specific households, emancipation from financial dependency syndrome to their husbands and acquisition of more respect from their households and the surrounding community members. In brief after entrepreneurial education most of women entrepreneurs have benefited in terms of material (capital), business knowledge and diversification of their businesses.

## RECOMMENDATIONS

Basing on the findings obtained from this study "*Contribution of Entrepreneurship Education on Women Income Generating Activities in Akeri Ward Meru District Arusha Region*" the followings are the recommendation in order to rectify some of the identified problems:

- a) Efforts should be directed in mobilizing women empowerment through increasing the capacity building among entrepreneurs so as to respond to economic opportunities and challenges hence ensuring women entrepreneurs' development in the first place and community development at large and facilitating women entrepreneurs in pursuing various business related courses so as to increase their knowledge, skills and experiences in

business hence competing better in the business environment within and outside the country.

- b) Promoting training on E-commerce since it allows even the smallest business to reach a global audience with its products or message with minimal cost. More training seminars ought to be organized both inside and outside the country for both urban and rural women entrepreneurs.
- c) Ministry of Education and Vocational Training should change their curricular from primary schools to the university to include the courses on entrepreneurial education so that graduates can be in a position to employ themselves after their completion of a certain level of education. As a result this will reduce the number of unemployed graduates and hence improving personal and country economy.
- d) Furthermore, the Ministry of Finance and government at large should formulate flexible laws and by-laws which are user friendly for different women seeking loans from different financial institutions. The contemporary available laws and by-laws in different financial institutions are not user friendly. They have stiff conditions like having non-transferable property such as a house, engaging in collateral which again inhibit women from acquiring loans due to the fear of collateral repayment and commitment of the other part and also high interest rates as well as lack of grace period.
- e) Government, Non-Governmental Organizations and well wishers should have a responsibility to facilitate women entrepreneurs in terms of necessary capital required to maximize their business operations. This will enable them to move to large scales in their business operations, increase employment levels, increase sales levels and hence be in a better position to attract shareholders so as to invest their capital and move the small businesses to limited liability companies.
- f) Finally, there is a need to continue with global initiatives and efforts of empowering women by changing the mental set-up of the community that women cannot perform better than men. From the findings in this study and many other studies it has been vividly revealed with no doubt that given adequate opportunity women can perform better than men. In Swahili “*Wanawake wakiwezeshwa wanaweza kufanya vizuri hata kuwazidi wanaume*”. Therefore there is a need of having different schemes in the country for women empowerment such as financial schemes where women can obtain flexible and user friendly loans for their businesses. Furthermore there is a need to promote gender sensitization through mass

education which may contribute to the reduction of heavy pressure on women's time in household and society activities hence giving them ample time to participate into their income generating activities effectively and efficiently.

## SUGGESTIONS FOR FURTHER RESEARCH

1. Analysis of small and formal women's enterprises. There is a need to study these enterprises, since despite the challenges faced; they had managed to graduate from micro and informal enterprises. .
2. An insight in low participation of youths in entrepreneurship activities. It is of essence to study this group, since it is not clearly known as to why are they lagging behind in entrepreneurship activities.

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