

October, 18th 2024

9.00 – 17.00 h

TU Berlin, Room
H1035



Conference: The Impact of Gendered Migration Cycles on the Labour Market Integration of Female Migrants in European Welfare States – Developing Pathways towards Gender-responsive Policies

Presentation: Exploring Entrepreneurship fostering Programmes for Migrant Women in Germany: An Analysis from Different Lenses to Shape the Future

Presenter: Deepica Sachdeva

Hochschule Funda University of Applied Sciences



Paradigm shift_new Outlooks



Exploring Entrepreneurship fostering Programmes for Migrant Women in Germany:

An Analysis from Different Lenses to Shape the Future

↳ Deepica Sachdeva, M. Sc.,

↳ Doctorate

↳ 18.10.2024; TU Berlin

↳ Prof. Dr. Uwe Hunger; Prof. Dr. Joanna Ozga; Dr. Sascha Krannich

FGC
social
sciences

Hochschule Fulda
University of Applied Sciences



Literature Check-in: Entrepreneurial support programs/organisations (ESP/ESO)

↳ Entrepreneurial support organisations/Programs (ESO/ESP) from EE

(Hruskova et al., 2022; Spigel, 2016b; Yusuf, 2010)

↳ (in)direct and (im)material assistance

↳ through the stages of the entrepreneurial process

↳ business idea, pre-start, startup and growth

↳ ESP: small part of the whole organisation

↳ different sectors and types of entrepreneurs

↳ specific needs

↳ Types of Programs:

- Government: public policies
- Environment: informal or formal organisations
- Civil society and social economy organizations,
- Financiers and investors,
- Social networks,
- Programmes and incubators,
- and business plan competitions and hackathons

Literature Overview: ESOs/ESPs in Fostering Migrant Women Entrepreneurship (?)

+

Coaching in incubators

Emotional support and gender sensitivity

Develop risk perception, self-efficacy and empowerment

Mentoring- empowerment, role models

-

Homogeneous entity

Sense of belonging to their local environment

Awareness and cost involved for participation

Language, bureaucracy (e.g. Bank loans)

Research question:

What type of ecosystem exists, and is needed within ESO/ESPs to foster migrant women entrepreneurship in Germany, while overcoming the challenges and disadvantages?

- That fosters migrant women entrepreneurship ensuring **access to entrepreneurial resources**, specific to the **needs** of migrant women entrepreneurs (MWE).
- Thus, ESO/ESPs also **reduce** the discrimination practiced against migrant women in Germany

Methodology

Preliminary results from Mapping:

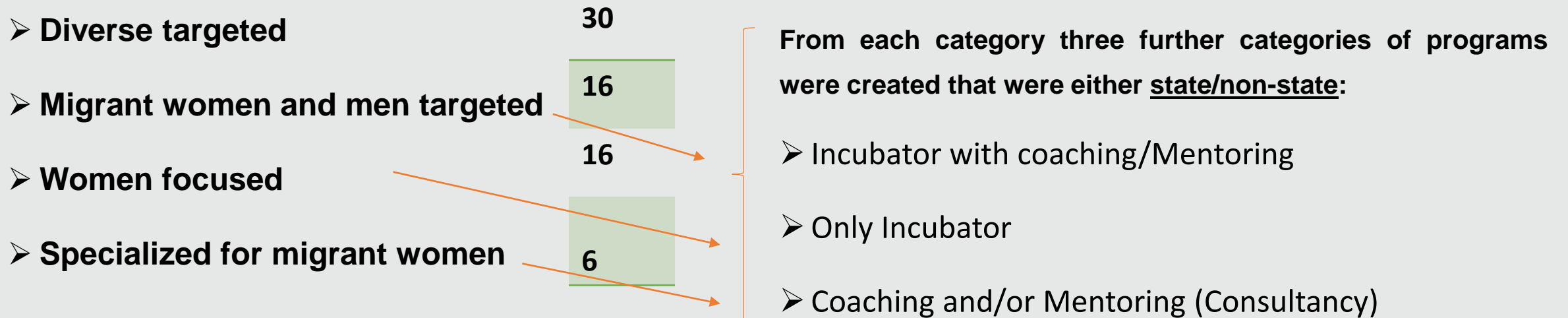
- 1 **Presently** in place or have ended between **2019-2023**
- 2 **Qualifying/supporting** migrant women to become entrepreneur in Germany as a **whole or part** of their objective of the programmes.

110 ESO/ESP found, 68 participated

Creating categories:

- 1 **Target groups marked** in survey men and women with or without (im)migration background
- 2 **Type of programs:** state or (non)state; Incubators with or without coaching/Mentoring

Selection of ESO/ESP for Interviews



For example:

- Diverse category > Incubator with coaching/Mentoring- State/*non-state program
- Diverse targeted > Only Incubator > non-state program
- Diverse targeted > Coaching and/or Mentoring > non-state program

*Non-state program were not present in all categories

Structure of Questionnaire and Analysis:

Planning (Before starting Measure)

- Planning the concept and budget as per the funding of the project
- Targeting group of participants; setting requirements
- Considering factors related to: labor market; economy; individual's characteristics as per the origin, needs, background; industry sectors and types of business;
- Figure out and plan phases of program to turn business idea into realization;
- Building cooperations with partners to facilitate access to human, social, financial resources; legal aspects;
- Planning modules for business education;

Implementation: (during Measure) (TRAINER)

- Reaching group of participants; improvising strategies;
- Implementing phases; understanding participant's needs and business idea; evaluating their business idea and viability; individual counselling
- Resources: assistance to acquire required resources as per type and sector of business (including legal);
- Improvising business education modules as per needs; Workshops to improve existing skills; building new skills and strategies for business

Evaluation: (after completing Measure)

- After-meetings with the participants to sustain in labour market
- Any procedure to evaluate the completion of program
- Factors measuring success of measure
- Steps to improve efficacy for future measure

2-3 programs selected from each category and 10 interviews were conducted:

- Semi-structured interview approach
- In the questions specific focus on migrant women as participants
- Analysed using qualitative content analysis of Mayring (2014, 2022).

Challenges in Implementation

Diverse (IC/C/M)	Migrant (IC/C/M)	Women (IC/C/M)	Migrant Women (IC/C/M)
Realizing Business Idea and how did you solve it			
First Qualification; Information on Childcare facility	No role of qualification; Awareness of business environment	Support each other; Special workshop	Bureaucracy (permission to start business or recognition of certificates to start business); Time to solve
Understanding the business modules/Workshops/information			
More time; New explanation; Visit German course	Developing entrepreneurial thinking; Intensive Workshops; Long stay in course; Lasting retention	Contact other participants; Discussion with experts	1: 1 with translation; simple German; limited participants; Repetition; Online Workshops

Migrant Women participant discontinued or rejoined the ESP

Diverse (IC/C/M)	Migrant (IC/C/M)	Women (IC/C/M)	Migrant Women (IC/C/M)
Discontinued because...			
Not qualified	Lack of finances; Family; Overloaded with information	Personal reasons; lack of finances; Not viable Business plan	German Language; postpone participation; Single mother
Initiatives to bring back....			
-	-	-	Regular meeting; Staying in touch

Future ESO/ESP fostering Migrant Women Entrepreneurship

Diverse (IC/C/M)	Migrant (IC/C/M)	Women (IC/C/M)	Migrant Women (IC/C/M)
What do we need...			
Childcare facility; Professional Qualifications; Self-organisation	Everything enable MW; Free of cost participation; 1:1 coaching	Free of cost participation; 1:1 coaching; Special courses	Use competencies of MW; Translator; Finances;

Results:

- ↘ Each category of programs fosters migrant women entrepreneurship in its distinct ecosystem
 - ↘ Diverse targeted measures have broader range of resources (Survey 1), but high expectations/ rigid barriers for migrant women to enter such programs
 - ↘ Migrant: low barriers to enter the program and dedicated support to help MW start their business
 - ↘ Women: effectively empower migrant women, supporting each other; cultural and migration-related complexities (e.g. women were excluded from program because of not viable business plan)
 - ↘ Migrant women: most effective, and solution-oriented. As they offer comprehensive support (like mentorship) that addresses both gender and migration-specific barriers

Way forward:

- Selecting the sample for extensive quantitative research with:
 - Participants of ESO/ESP and Non-Participants to compare their success in market

Thank You!
Q/A Session

Connect with me on LinkedIn:

Deepica Sachdeva

Or write to me:

Deepica.Sachdeva@sk.hs-fulda.de

Entrepreneurship

- ⌵ entrepreneurship is ‘the act of generating and developing an idea for validation: ideas referred to as entrepreneurial opportunity played a vital role to realise the worth of an idea envired with uncertainty and innovation (Prince et al., 2021, p. 29)
- ⌵ Also, when studying entrepreneurship for migrant women, a broad view that various forms of business ownership should be considered (Ekinsmyth, 2011). This includes self-employment, freelance business, social entrepreneurship, part-time or full-time business. As for migrant women in particular, these different entrepreneurial paths can provide opportunities for being (financial) independent and flexibility (Azmat, 2014).

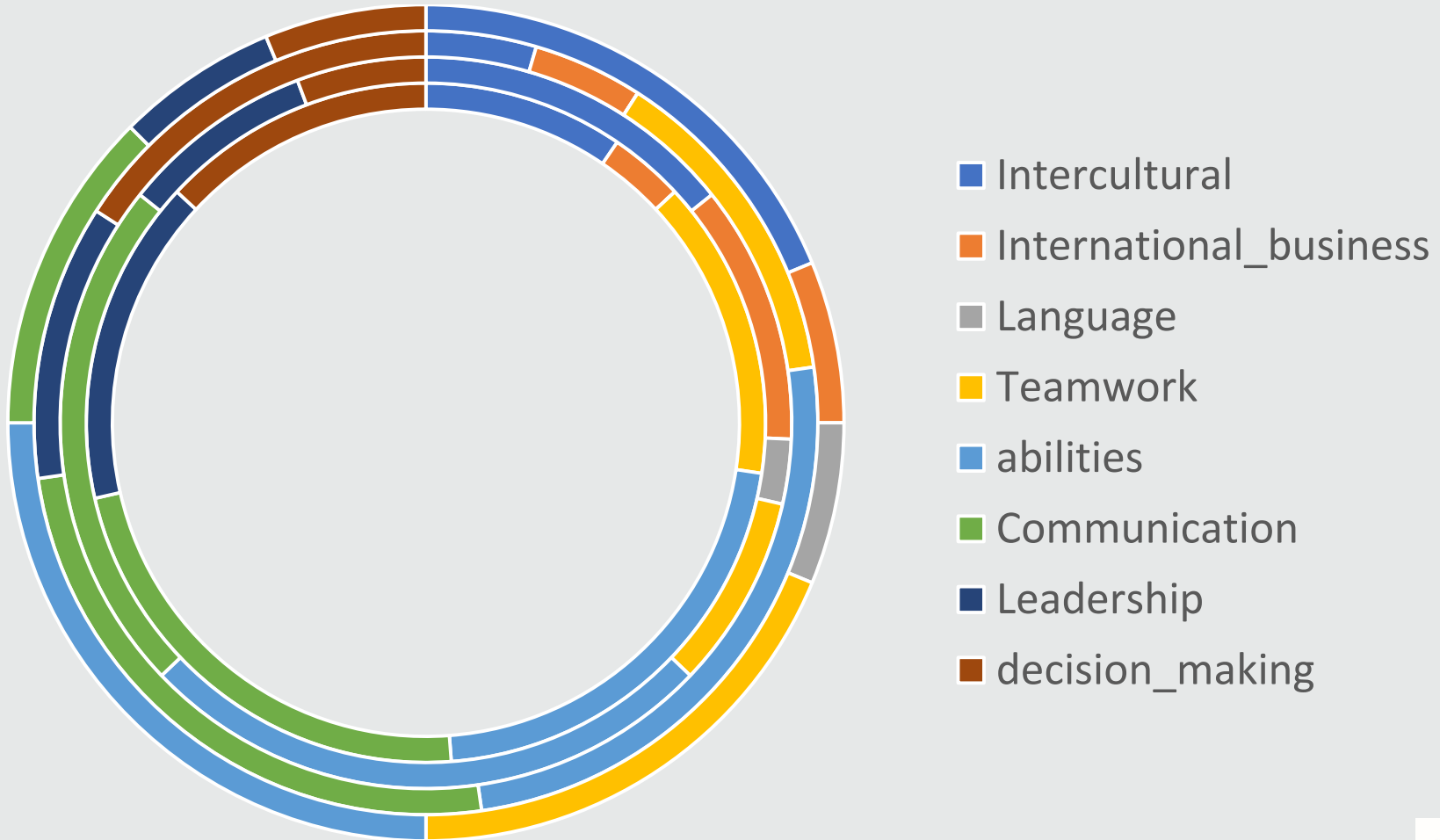
Flashlight of results and conclusion: Advancement and stagnation aspects

- Programmes to consider their **background of their target group**, especially diverse focused programmes
- Language should not be seen as a barrier: **language mediators** could be an alternative, rather provide support for business German language in initial phase
- **Digital & innovation, human management, intercultural skills and international business-related** training/workshop/modules are to be considered in ESO/ESP for launching successful business in the market
- **Tangent support** such as funds and space are lacking in programs that could be essential in the initial years of business
- **Sustainable after-support** is required for sustaining the business in long-term (providing new skill or know-how transfer workshops)
- Thus, the resources of EE and migrant woman's background can play crucial role in executing such supporting programs in Germany and **closing gender gap** between migrant women and men.

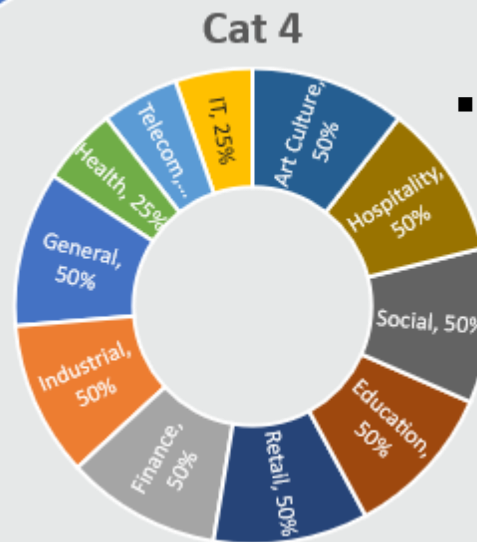
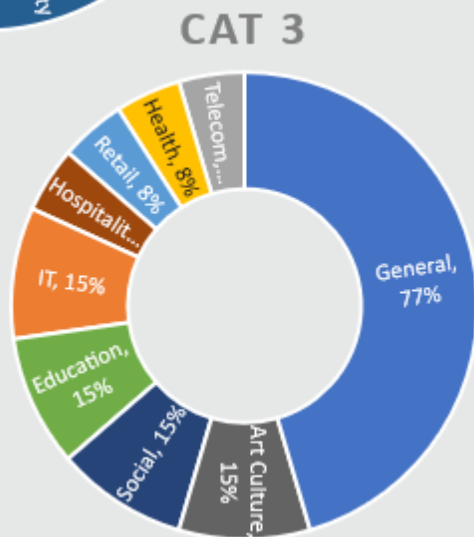
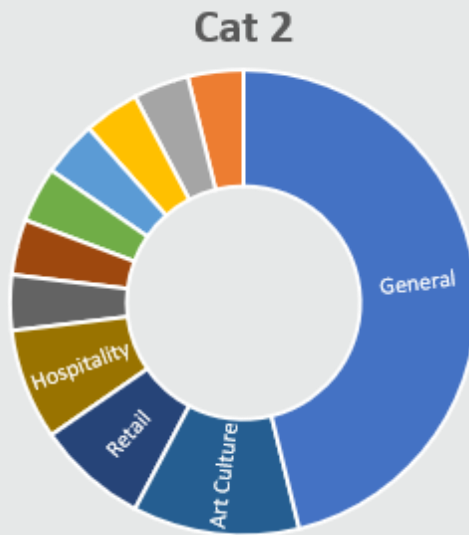
Who is migrant in Germany:

- immigrant and non-immigrant foreigners,
- immigrant and non-immigrant naturalised citizens,- ethnic German repatriates,
- Persons who have obtained German citizenship through adoption by a German parent,
- children born with German citizenship of the four groups mentioned above. (2nd generation)

Skills



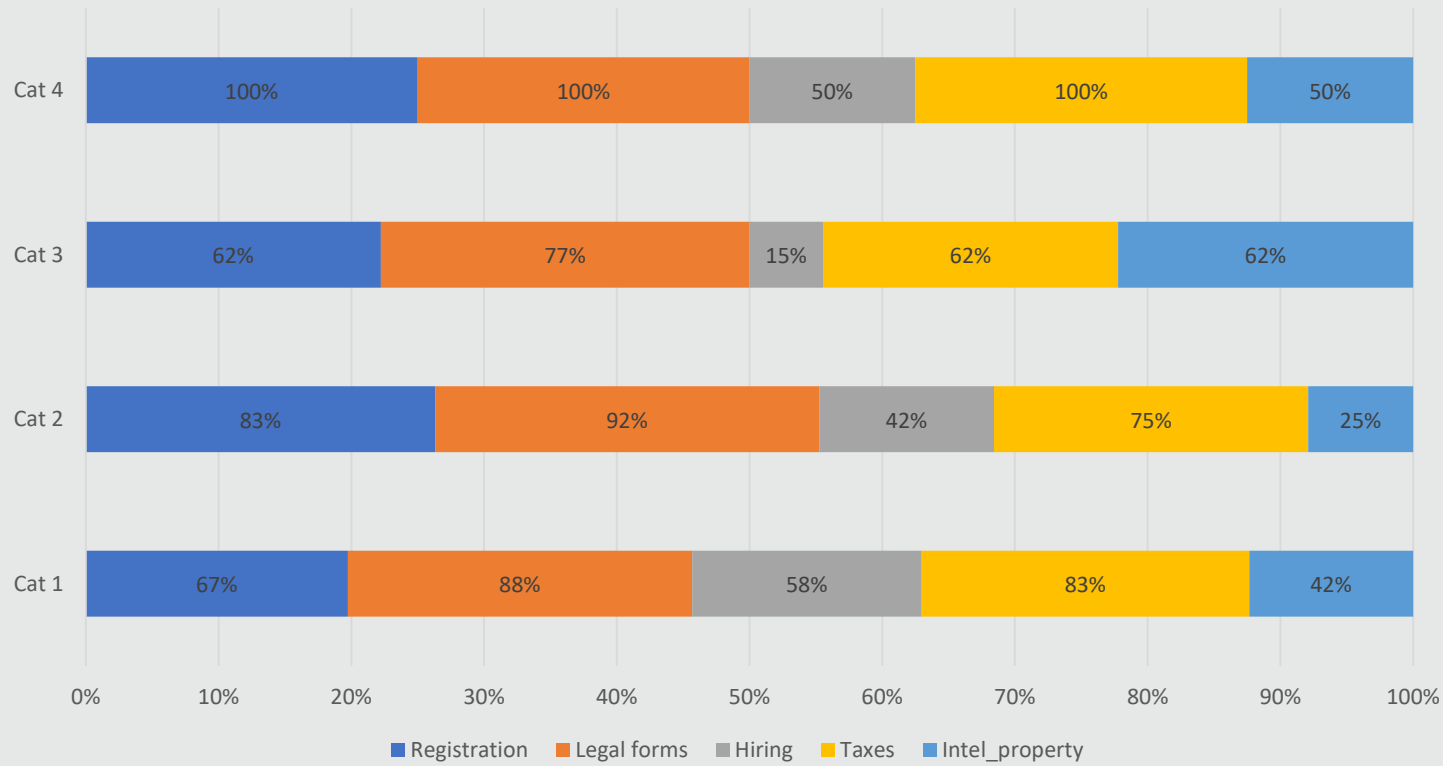
Sector Support:



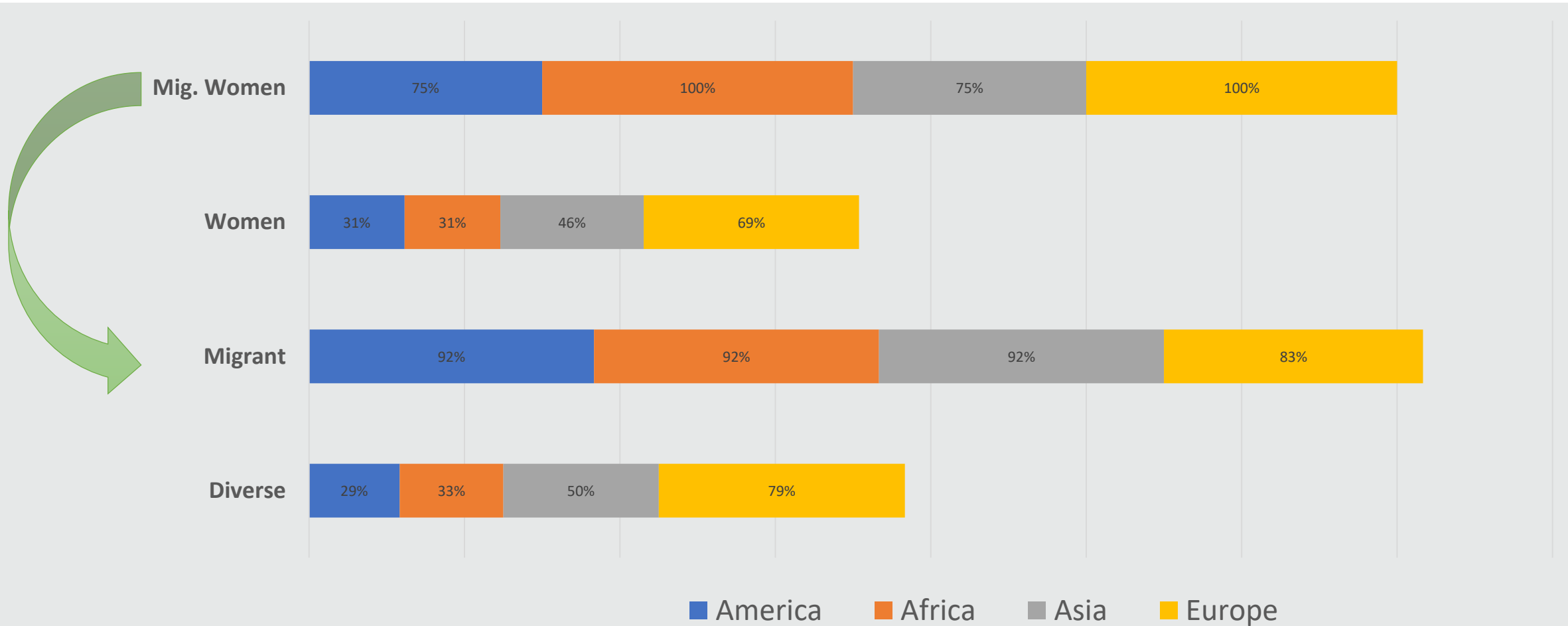
- **Cat 1 Diverse measures:** catering to other sectors
- **Cat 2 Migrant men & women:** preoccupying in hospitality, art & culture and retail business
- **Cat 3 Women focused:** catering to art & culture, social, education and IT sectors
- **Cat 4 Migrant women specialized:** also catering to most of the sectors

Bureaucracy

Administration/rules regulations



Participant's origin in Programs



Government policies:

- Tax regulations and benefits
- Insolvency/bankruptcy
- Administration and Regulations
- Registering business
- Intellectual property

Market:

- Market research on customer's needs
- Competitors in the market
- Strategies to attract customers
- Market strategies for growth
- Social Media marketing

Entrepreneurial skills:

- Resilience
- Agility
- Identifying opportunities
- Overcoming challenges

Extra support:

- 1:1 guidance (resources; business)
- Personally accompanying
- Tangent support: space and funds

Culture of Entrepreneurship:

- Common to start business
- Tolerance of risk, mistakes, experimentation
- Social status of entrepreneur
- Wealth, drive, hunger, ambition
- Sector specific
- (un)success stories of entrepreneurs
- Agility
- Resilience

Resources and management:

- Finances
- Loans; investors; Venture capital; Financial management
- Human Management: hiring skilled/unskilled labour; contracts
- Networks:
- Entrepreneurial network
- Investors network
- International entrepreneurial network

Business Knowledge:

- Developing business idea
- Business plan
- Digitalization for business

Skills for Business:

- Communication
- Leadership
- Decision-making
- Intercultural competencies
- International business
- Business language
- Teamwork

After-support:

- Updating skills and knowledge
- Building resilience
- Sustenance