

Workshop for women enterpeurship

During the course of time, women's position in society was initially underestimated. Looking back in Modern Greek History, we see that one of the gravest consequences of World War II, not only due to difficult financial conditions but also to lack of working hands that prevailed, was the necessity for women to enter the work force.

Shortly afterwards, women succeeded in broadening their horizons and realizing their fundamental role in society. Although it used to be a male world, men too realized that women should be entitled to more rights and opportunities, even though the idea for true equality was still a far-fetched concept.

Woman's position in contemporary society has not reached the expected standards yet. There are still a lot to be done for absolute equality to be achieved.

For example, as far as financial equality is concerned, it is most unfortunate that it can't be noticed in working places and chances and women's unemployment still remains a scourge.

Nevertheless, it is very crucial to point out that woman has been able to reach unexpected till now goals and to have excelled in domains that have until recently been regarded as mere masculine.

It is now a fact that 95% of the new employment positions are being created in the private sector, so we must be hooked off the notion and the aim for employment in the public sector. The turn in feminine entrepreneurship can definitely act as a drastic means of fighting unemployment.

According to the various researches that have occasionally been carried out, the facts concerning our prefecture with regard to women and work exist as follows:

- Woman participates in work force in smaller percentages than men. So their unemployment level is higher.
- There are more women in part-time and temporary jobs and they are paid less and are deprived of the respect they deserve.
- In medium or high-ranking employment their situation is being improved whereas it is deteriorating as far as positions of social status and prestige are concerned.

- Boys dominate in engineering, manufactures of technology and computer studies that are specialties for highly demanding professions in the job market and of course high financial rewards.
- Girls excel in theoretical and humanitarian fields including studies of pedagogy, philosophy, literature, teaching, nursery, psychology, history, archaeology, fine arts, health and care, law and in general specialties with low demand and profit.
- Women from upper classes coming from high-status schools are directed in prestigious careers rejecting their traditional stay-at-home-with-the-kids role.
- Girls from lower or medium classes desire to leave aside manual work, nor do they want to become housewives and aim in the sector of services, clerical positions or traditional feminine professions.
- Girls coming from rural areas endeavor to move to urban ones.

The aforementioned statements lead us to the conclusion that it is vital that a new era should begin where enhanced conditions are developed so as the Greek Economy fills the blanks, bias towards women is obliterated, ways of thinking are re-orientated and woman status in society is re-defined.

According to a recent research carried out by **Central Union of Chambers of Greece**, the most serious obstacles that deter women from being completely integrated in the work force are the lack of social support, financial resources and parental care and approval. These 3 factors prevent women from dealing with other pastime and social activities.

Therefore, the fundamental objective should be the obliteration of sexism and inequality that act as deterrents to women's endeavors towards a better professional, financial and social status.

However, the direction towards economic development and better employment depends absolutely on the creation of suitable conditions that would encourage business dexterity and flexibility not only in urban centers but in rural areas as well.

Global economic and social environment, being continuously altered, cannot support the increasing need for the aforementioned option should it not be enhanced by innovation, extended horizons and radical changes.

New ideas, programs, plans, objectives, social responsibility and enterprising goals shape the frame of modern enterprise.

To sum up, women should be directed towards these factors along with the assistance and utter support from institutions that reinforce novelties, such as the Chambers.

Between the period **2000 - 2006** there has been a massive increase of women entrepreneurship register in our prefecture due to the **3d Construction Framework** and also due to the promotion from all these programs from the Chamber of Commerce of Etoloakarnania. These programs were:

- 1. "Aid of feminine Business dexterity"**
- 2. "Aid of juvenile Business dexterity"**
- 3. "Growth of Feminine Employment and Business dexterity"
in the prefecture of Western Greece.**

It's worth mentioning that some categories of women entrepreneurship have been significantly changed in the last few years.

To specify even more these facts, we lay down some examples such as agriculture and forestry that **in 2006 nothing existed** while in 2007 **4 new operations** started.

These sectors have been regarded more masculine in past years that the women didn't have the opportunity to be involved in it, but now we are able to figure out that these sectors are blossoming for women, according to facts , as well.

We also see a worth mentioned increase in categories such as **i.** transport, storage and communications, **ii.** hotels and restaurants, **iii.** education and **iv.** other community, social and personal service activities.

There have been so many cases through which women entrepreneurship has been developed through the vast majority of them being in sustainable growth but there have been some cases that women entrepreneurship was actually made in vain just because they didn't have anyone specialized in the business area to guide them.

The Chamber of Etoloakarnania functions as an "antenna" in the frame of a much wider effort of the Network of National Chambers of Greek businesswomen for the growth of business dexterity. The main objective is to provide active or potential businesswomen with counseling the most useful information

More specifically, among the services provided the following are also included:

- 1) Information services (constitution of new business programs of THE ORGANIZATION FOR THE OCCUPATION OF THE WORK FORCE, EU etc. occasions for collaboration, growth of enterprising initiative and many more)
- 2) Advisory services (creation of enterprising plans, support on legal, tax consulting and financial issues, creation of an entrepreneurial profile with the aid of questionnaires).
- 3) Electronic services (latest news and notifications , list of contacts with other sites, data base and search machine).

A certain acknowledgment must be taken into serious consideration that women are in no need of any special treatment nor do they seek any team of special abilities.

Women are mainly reported as an unexploited reservoir of human potential that can contribute to the losses in the economic development and the evolution of Democracy and social cohesion. We have to focus on the aim to give businesswomen and potential ones the most proper information for developing their business and also take advantage of the Budget of European Programms for instance the 4th Construction Framework to give the women the most proper information.