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### Mechanisms for establishing a culture of female entrepreneurship in the traditional industry sector in developing countries

Mecanismos para estabelecer uma cultura de empreendedorismo feminino no setor da indústria tradicional em países em desenvolvimento

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#### Soufyane Bouali

<https://orcid.org/0000-0002-2621-8329>  
Ferhat Abbas University Setif, Algeria  
E-mail: soufyane.bouali@univ-setif.dz

#### Ziane Zidane

<https://orcid.org/0000-0002-7398-7905>  
Ferhat Abbas University Setif, Algeria  
E-mail: zian.zidan@univ-setif.dz

#### Selma Douha

<https://orcid.org/0000-0002-7398-7905>  
University of Batna 1, Algeria  
E-mail: selma.douha@univ-batna.dz

#### Abstract:

This research paper addresses one of the most important topics at present due to its significance in promoting economic and social development. The topic is the culture of female entrepreneurship in the traditional industry and crafts sector, and the important government policies aimed at enhancing and developing it for the preservation of the authentic identity of Algerian women and the national cultural heritage. Applying the research to the province of Sétif, which is ranked third in Algeria in terms of the number of registered craftsmen at the Chamber of Traditional Industry, and focusing on female craft entrepreneurship, we aim to highlight the provision of employment opportunities for women and the preservation of cultural heritage on the one hand, and the effectiveness and contribution of state support mechanisms for female entrepreneurs on the other.

**Keywords:** Traditional. Entrepreneurship. Crafts. Women's. Developing countries.

#### Resumo:

*Este artigo de pesquisa aborda um dos tópicos mais importantes da atualidade, devido à sua importância na promoção do desenvolvimento econômico e social. O tema é a cultura do empreendedorismo feminino no setor da indústria tradicional e artesanato, e as importantes políticas governamentais voltadas para melhorar e desenvolver essa cultura, visando à preservação da identidade autêntica das mulheres argelinas e do patrimônio cultural nacional. Aplicando a pesquisa na província de Sétif, que é a terceira maior em número de artesãos registrados na Câmara da Indústria Tradicional da Argélia, e focando no empreendedorismo feminino no artesanato, nosso objetivo é destacar a provisão de oportunidades de*

*emprego para as mulheres e a preservação do patrimônio cultural, por um lado, e a eficácia e contribuição dos mecanismos de apoio estatal para as empreendedoras, por outro.*

**Palavras-chave:** Tradicional. Empreendedorismo. Artesanato. Mulheres. Países em desenvolvimento.

## 1. introduction

Due to the increasing interest in entrepreneurship, which is widely acknowledged as a vital pillar of economic development (Urbano, D., Aparicio, S., & Audretsch, D, 2019), and the proliferation of specialized and public organizations globally and regionally issuing numerous reports on international entrepreneurial activity (Sternberg, R., & Wennekers, S, 2005), with the intention of evaluating it using standardized criteria and indicators (Plebani, M., Sciacovelli, L., Marinova, M., Marcuccitti, J., & Chiozza, M. L, 2013) and facilitating cross-country comparisons, researchers and policymakers must now prioritize this subject and accord it the necessary significance, given its pivotal role in fostering national economies (Cochrane, K. L, 2000).

The authors' purpose is to emphasize anthropomorphism the culture of women's entrepreneurship, which has proven its importance and significance as a result of the distinguished efforts and roles (Chen, C. C., Greene, P. G., & Crick, A, 1998) played by women in various fields and businesses, especially those that were previously thought to be difficult for women to enter. The paper's objective was to investigate understand the mechanisms that play a role in fostering and reinforcing an entrepreneurial work culture. Additionally, the paper aimed to structure and arrange these mechanisms in a way that ensures their recognition and acknowledgment.

The importance of this exploration is emphasized in the context of contemporary and innovative perspectives and developments occurring on the international stage (Yeşiltaş, M, 2013). Furthermore, the rapidly changing global environment necessitates serious efforts from all stakeholders to remain competitive (Zweig, D, 2006). Overall, the paper's focus seems to be on identifying factors that contribute to the establishment and reinforcement of entrepreneurial work culture in the specified field while considering the broader context of global developments and competition. What makes work strategic is the crucial factor for any organization and its leader who hopes to steer their institution towards success (Pinto, J. K., & Slevin, D. P, 1998).

This can only be achieved by clarifying what is required of strategic management in its basics, which involves careful and creative thinking about the effective actions that place any institution or organization in a better position and a better future (Lockwood, M, 2010). Therefore, it has become necessary to clarify the importance of the role of women entrepreneurs in the present time (Chinomona, E., & Maziriri, E. T., 2015), where betting on the economies of countries (Wong, J, 2017), and encouraging them to play this role by facilitating all the different procedures to achieve the goals of their project and institution (del Mar Alonso-Almeida, M., Rodriguez-Anton, J. M., Bagur-Femenías, L., & Perramon, J, 2021), and giving importance to their hidden capacities and energies by providing them with opportunities (Cross, R. L., Cross, R. L., & Parker, A, 2004) and encouraging them financially and morally to achieve their project, which will have a great positive impact

on their family and their country's economy (Constantinidis, C., Lebègue, T., El Abboubi, M., & Salman, N, 2019).

Modern management trends and new challenges in the business world require entrepreneurs to work according to a clear and studied plan that reflects that strategic direction away from that traditional perspective (Binks, M., Starkey, K., & Mahon, C. L, 2006). Hence, this forum came to shed light on several aspects of consolidating the culture of women's entrepreneurship and the importance of working according to a clear vision, mission, goals, and plans (Boschee, J, 1998). As well as the accompaniment of governments to the work of women entrepreneurs through the public policies and adopting strategies in this regard (Rosca, E., Agarwal, N., & Brem, A, 2020).

Algeria, as a developing country, has abundant resources, potential, and opportunities to enhance its traditional industries. This has led to an increase in the number of skilled craftsmen, and has empowered women to establish successful artisanal enterprises (Al-Dajani, H., & Marlow, S, 2010). They have managed to preserve their national cultural identity and heritage (Nieva, F. O, 2015), while contributing to the economic dynamism, all with the support and guidance of the Algerian government for these projects.

## **2. Literature Review**

### **2.1 Entrepreneurship in developing countries**

Entrepreneurship in developing countries can be both challenging and rewarding (Naudé, W, 2011). Developing countries often lack the infrastructure and resources that are essential for businesses to thrive, such as stable political and economic systems, access to funding and markets, and skilled labor (Spigel, B., & Harrison, R, 2018). However, these same conditions can also create opportunities for entrepreneurship, particularly for innovative and adaptable entrepreneurs who are willing to take risks (Maritz, A., Perenyi, A., De Waal, G., & Buck, C, 2020). One of the biggest challenges facing entrepreneurs in developing countries is access to funding (Singh, S. K., & Ram, P, 2017). Traditional lending institutions such as banks may be reluctant to invest in new businesses, particularly those that lack a track record or collateral (Lyon, F., & Owen, R, 2019).

This has led to the rise of microfinance institutions, which provide small loans to entrepreneurs who would otherwise have no access to funding (Demirgüç-Kunt, A., & Singer, D, 2017). Another challenge is navigating the complex regulatory environment in many developing countries (La Viña, A. G., Tan, J. M., Guanzon, T. I. M., Caleda, M. J., & Ang, L, 2018). Corruption and bureaucracy can make it difficult for entrepreneurs to start and grow their businesses. In some cases, entrepreneurs may resort to bribery or other illegal activities to get ahead, which can be detrimental to the overall business environment (Williams, C. C., Martinez-Perez, A., & Kedir, A, 2016). These entrepreneurs often rely on their creativity and resourcefulness to find innovative solutions to problems, and they are able to leverage the opportunities presented by a developing economy (Purnomo, B. R., Adiguna, R., Widodo, W., Suyatna, H., & Nusantoro, B. P, 2021).

In summary, entrepreneurship in developing countries can be both challenging and rewarding (Prasad, S., & Bhat, R. S, 2021). While there are certainly obstacles to overcome, there are also many opportunities for innovative entrepreneurs who are willing to take risks and work hard (Foray, D, 2014). With the right support and resources, entrepreneurship can be a powerful driver of economic growth and development in these countries (Prasetyo, P. E., & Kistanti, N. R,

2020). Entrepreneurship in the traditional industry sector in developing countries can be a challenging but rewarding pursuit (Evans, P, 2018). In many developing countries, traditional industries such as agriculture, textiles, and handicrafts are important sources of employment and income (Yadav, U. S., Tripathi, R., & Tripathi, M. A, 2020). However, these industries often suffer from low productivity, lack of access to finance, and limited market access.

Entrepreneurs can play a vital role in driving innovation and growth in traditional industries (Porter, M. E., & Kramer, M. R, 2018). They can introduce new products and services, improve production processes, and expand market access through the use of technology and digital platforms (Vaskelainen, T., Münzel, K., Boon, W., & Frenken, K, 2022). However, they face significant challenges, including inadequate infrastructure, limited access to finance, and regulatory barriers.

## **2.2 The conceptual framework of women's entrepreneurship, traditional industries and crafts**

The conceptual framework of women's entrepreneurship in traditional industries and crafts encompasses the study of the entrepreneurial activities of women who engage in business ventures related to the production and sale of traditional handicrafts, artisanal products, and other forms of cultural heritage (Anggadwita, G., Indarti, N., & Ratten, V, 2023). This framework is grounded in the idea that women's entrepreneurship in these industries can promote economic development, preserve cultural heritage, and empower women in their communities (Roberts, A., & Mir Zulfiqar, G, 2019).

Women's entrepreneurship in traditional industries and crafts has been recognized as an important means of creating income and employment opportunities (Mahesh, V., Rao, P. R., Kiran, K., & Condoor, S, 2020), especially in rural areas where economic opportunities are limited. It is also viewed as a way to preserve cultural traditions and to promote sustainable development (Purnamawati, I. G. A., Jie, F., & Hatane, S. E, 2022). The conceptual framework for women's entrepreneurship in traditional industries and crafts includes several key components, including:

1. **Cultural heritage:** Women's entrepreneurship in traditional industries and crafts is often closely linked to the preservation of cultural heritage. This can include the production and sale of traditional handicrafts, the use of local materials and techniques, and the incorporation of traditional designs and motifs.
2. **Economic development:** Women's entrepreneurship in traditional industries and crafts can contribute to economic development by creating jobs and generating income for women and their families. It can also help to diversify local economies and promote tourism.
3. **Gender empowerment:** Women's entrepreneurship in traditional industries and crafts can empower women by providing them with economic opportunities, enhancing their skills and knowledge, and giving them a greater voice in their communities.
4. **Access to resources:** Women's entrepreneurship in traditional industries and crafts may face challenges related to access to resources, such as raw materials, finance, and markets. The framework includes an analysis of these challenges and strategies to overcome them.

Overall, the conceptual framework of women's entrepreneurship in traditional industries (Mc Adam, M, 2022) and crafts highlights the importance of supporting and promoting the entrepreneurial activities of women in these industries, in order to achieve economic, social, and cultural goals (Ateljevic, J., & Page, S. J. (Eds.), 2017). Feminist crafts are crafts that are created with the intention of promoting feminist values and celebrating women's experiences (Dow, B. J., & Tonn, M. B, 1993). These crafts can be anything from handmade jewelry and clothing to art and home decor items (Greer, B. (Ed.), 2014). One example of feminist crafts is the "pussyhat" that was popularized during the Women's March in 2017 (Newman, E. L, 2023). The pink knitted hats were designed to symbolize female empowerment and resistance to the Trump administration's policies on women's issues (Balasubramanian, A, 2022), Other feminist crafts may include:

- Embroidery or cross-stitching that features feminist slogans or quotes
- Paintings or drawings that depict strong women or feminist themes
- Quilting or sewing projects that celebrate women's history or experiences
- Jewelry or accessories that incorporate feminist symbols or messages
- Collages or mixed media art that explore gender and identity issues

Feminist crafts can be a way for individuals to express their political views and connect with like-minded people (Literat, I., & Markus, S, 2020). They can also be used to raise awareness and start conversations about important social issues.

### **3. Strategies of the Algerian state to advance the sector of traditional industries and crafts:**

Talking about traditional industries in Algeria is not an easy task due to various considerations. Algeria is rich in diverse cultural and artisanal heritage, which varies from region to region and from family to family. This makes it difficult for researchers to narrow down their studies in this field.

#### **3.1 Mechanisms applied by the Algerian state to encourage entrepreneurship:**

The topic of entrepreneurship is important for the national economy, as the state has allocated legislative texts through Order 96-01, which defines the rules governing traditional industries and crafts, allowing them to operate as businesses. The guiding law for small and medium-sized enterprises, Law 17-02, has also been strengthened by identifying mechanisms and measures to support and encourage entrepreneurship.

To promote entrepreneurship in the traditional industry sector, coordination between entities and agencies responsible for creating and supporting craftsmen at both central and local levels is necessary to achieve the following:

- Création of significant employment opportunities
- Contribution to diversification of production and services
- Enhancement of competitiveness
- Increase in investment volume for craftsmen
- Development of production capacity in crafts activities
- Empowerment of craftsmen to use technology and digitization
- Development of the ability to discover markets for promotion and sales nationally and internationally.



The government program in its action plan has emphasized upgrading the development framework for micro-enterprises and entrepreneurship by providing a suitable and stimulating environment within a framework that ensures transparency and efficiency, enhances innovation, increases productivity, creates jobs, and contributes to diversifying the national economy.

Based on the above, the action plan of the Ministry of Tourism and Traditional Industry, which has been approved as a major axis within the government plan for 2022-2024, aims to develop entrepreneurship, with the following targeted results:

- Creation of 20,000 craft activities annually
- Creation of 40,000 jobs annually

To achieve these goals, a set of measures must be implemented through the following activities:

- Management training for 2,000 craftsmen distributed over 135 courses annually
- Technical training for 5,000 entrepreneur craftsmen annually.

To carry out this training process, there are "Six accredited instructors from the International Labor Office have trained more than 140 accredited local trainers, and the training process is still ongoing."

### **3.2 Measures of the Ministry of Tourism and Handicrafts to accompany artisans in promoting entrepreneurship**

The Ministry of Tourism and Traditional Industries has taken a series of measures to support craftsmen entrepreneurs, including:

1. Activating the supervisory and monitoring committee that includes representatives from both ministries.
2. Preparing programs by the provincial committees to support training and guidance in the field of traditional product promotion and upgrading.
3. Evaluating the level of representation and results achieved by committees studying the benefits of funding for craftsmen project holders.
4. Exploiting the material and human resources available in the vocational training sector and signing agreements with the provinces to modernize training mechanisms in tourism and traditional industries.
5. Developing technical and vocational training programs in tourism and traditional industries and adapting them to the real needs of the sector.
6. Coordinating locally to provide an encouraging environment for craftsmen through awareness and media programs that focus on entrepreneurship guidance and training in cooperation with partners (ANADE/ANGEM/CNAC/FGAR/ANIREF).
7. Working with chambers of traditional industries and crafts to obtain small projects for craftsman entrepreneurs, particularly in the field of preparation and decoration for various spaces in the relevant provincial departments.
- 8.

### **3.3 Targeted support for the handicrafts sector in the state of Sétif**

in general, traditional industries and crafts sectors benefit from different types of support from the government or other entities, as :

### 3.3.1 Direct Support:

Through the program "National Fund for the Promotion of Traditional Industries and Crafts" (FNPAAT), craftsmen in the state have benefited from this support in the form of equipment and supplies without financial compensation, provided they are used in the craft activity for a period of no less than three years in two stages:

- In the first stage, starting from 2006, 16 craftsmen from various municipalities in the state of Setif (Bni-Mellal, Bougaa, Setif, Ain Arnat, Ain Oulmane, Qusar El-Abtal, Ain El-Kebira) benefited from this support.

- In the second stage, which started in 2013, the direct support became decentralized, with a provincial committee responsible for studying and giving initial approval to files, after verifying their compliance with the regulations. This support is also used to finance events held at the national and international levels, and a number of craftsmen have benefited from it in two batches, as shown in the following table:

**Table N 1:** Direct support from the National Fund for the Promotion of Traditional Industries in the state of Sétif.

hiring	Support amount (DZD)	Number of craftsmen beneficiaries	distribution ratio
<b>First batch (2014)</b>	15.689.181.99	49	%100
<b>Second batch (2015)</b>	3.678.699.80	89	%100

### 3.3.2 Support through shops:

As part of the Youth Employment Program (100 shops per municipality), craftsmen in the province benefited from a significant share estimated at 2139 professional shops. These shops were distributed across various municipalities in the Sétif province, as shown in the following table:

**Table N2:** Professional Stores Distributed Across Setif Province Until December 31, 2022

	Shops exploited by craftsmen	Shops distributed to artisans	Total distributed stores	completed shops
<b>Setif</b>	1269	2139	4603	5923
<b>%</b>	59.32%	36.11%	%77	100%

From the above table, we note that the Setif province places great importance on traditional crafts industries, as 36.11% of craftsmen benefited from the stores distributed within the framework of the aforementioned program.

In an effort to promote traditional industry products and create marketing spaces, interfaces were created at the 08 Mai 1945 airport and tourist hotels in the province. In the same context, an agreement was reached between the responsible ministry and the Ministry of Post and Telecommunications to allocate spaces at post

offices to display craftsmen's products and promote them through a technical card of the exhibiting craftsman for contact purposes.

Additionally, a training course was conducted in the design of the traditional Algerian headscarf, known as "Zerbia Qarkour," at Dar El Zrabi in Cherchell Tipaza to modernize it by introducing new shapes, colors, sizes, and weights that align with modern Zerbias. Efforts were also made to preserve threatened activities by creating workshops to train young people in these crafts.

#### **4.Methods: Data Collection and Analysis**

In this section, we outline the methods employed for collecting and analyzing the data presented in our paper. The primary sources of data were the Directorate of Tourism in Setif Province and interviews conducted with key executives from the Ministry of Tourism. This section serves to provide transparency and clarity on the process by which our data was gathered and analyzed.

##### **4.1. Data Collection:**

###### **4.1.1 Directorate of Tourism in Setif Province:**

The data collected from the Directorate of Tourism in Setif Province formed a significant part of our research. The Directorate provided access to various datasets related to tourism in the region, including visitor statistics, tourist attractions, accommodation details, and other relevant information. These datasets were essential for understanding the current tourism landscape in Setif Province.

###### **4.1.2 Interviews with Ministry of Tourism Executives:**

To complement the data obtained from the Directorate of Tourism, we conducted interviews with key executives from the Ministry of Tourism. These interviews aimed to gain insights into the broader tourism policies, initiatives, and future plans for the region. The executives' expertise and perspectives were invaluable in understanding the government's role in promoting tourism and its impact on Setif Province.

##### **4.2. Data Analysis:**

Once the data was collected, a systematic analysis was performed to extract meaningful insights and draw conclusions. The data analysis process can be described as follows:

###### **4.2.1 Data Cleaning and Preprocessing:**

The raw data obtained from the Directorate of Tourism required cleaning and preprocessing to ensure accuracy and consistency. This involved identifying and addressing missing or erroneous data points, standardizing formats, and resolving any discrepancies.

###### **4.2.2 Descriptive Statistics:**

Descriptive statistics were employed to summarize and present the key features of the data. Various metrics, such as mean, median, mode, and standard deviation, were calculated to provide a comprehensive overview of the tourism trends and patterns in Setif Province.

###### **4.2.3 Thematic Analysis:**

Qualitative data obtained from the interviews with Ministry of Tourism executives was subjected to thematic analysis. This involved identifying recurring



themes, patterns, and trends in the executives' responses. By categorizing the qualitative data, we gained a deeper understanding of the government's tourism-related strategies and initiatives.

## **5. Mechanisms applied to promote women's entrepreneurial activity in the traditional industry and crafts sector in the state of Setif.**

The promotion of women's entrepreneurial activity in the traditional industry and crafts sector in the state of Sétif can be achieved through various mechanisms

### **5.1 the sector's programs for promoting artisanal activity:**

Artisanal activity refers to the production of handmade goods using traditional techniques and skills. Programs in place to promote and support this sector.

**5.1.1 Training and vocational qualification:** Training in crafts is of great importance in responding to market requirements. The Algerian state has benefited from the "Good Management of Your Institution" program, CREEE-GERME, which is applied in more than 80 countries worldwide. It is aimed at the management of small-scale institutions in terms of training and work methods. The Chamber of Traditional Industry and Crafts in Setif organizes training courses for crafts entrepreneurs.

In the field of vocational training in Setif, efforts are being made to develop traditional crafts, including opening the specialty of traditional textile programming to create the globally renowned Karakouz Zerbia. The state is also seeking to open a special branch in the field of gypsum engraving at the Ain Arnat Vocational Training Center. As for the branches of traditional crafts specializations open at vocational training institutions, they are present in 11 centers with a total of 5 specializations.

In addition to residential training, the vocational training sector in Setif provides opportunities to obtain certificates in various fields of traditional crafts through apprenticeships. This is a rotational training between the training institution, which includes theoretical training, and monitoring in the professional environment, and the training institution, whether public or private.

In addition, there is a qualification process supervised by the technical qualification committee at the Chamber of Traditional Industry and Crafts, which is a group of skilled craftsmen who approve the professional skills of candidates who do not have a vocational training certificate to prove their proficiency in the craft. This is in order to enable them to practice their activity legally (obtain a craftsman card). The table below shows the total number of qualified individuals in the sector in Setif:

**Table N3:** The number of craftsmen contractors.

<b>Domains/periods</b>	<b>1998-2005</b>	<b>2006-2013</b>	<b>2014-2022</b>	<b>total</b>	<b>Updated job positions</b>
<b>Artistic traditional industry</b>	465	618	1510	2593	9594
<b>Material production</b>	706	1960	2540	5206	12565
<b>Services</b>	1610	3333	5484	10427	19811
<b>total</b>	2781	5911	9534	18226	41970

we can be observed from the table that the number of qualified individuals for the year 2020 was 1155 in the three fields of activity, which was due to the COVID-19 pandemic and its repercussions. This number increased by approximately half in 2021 to reach 2126 with a dominance of traditional service industry activity. In 2022, the number of qualified individuals reached 2171 with a dominance of traditional materials production activity. The total number of qualified individuals for the years 2022, 2021, and 2020 was approximately 5442, with a slight dominance of traditional service industry activity at 2413, followed by traditional materials production activity at 2198, and traditional artistic industry at 940. The number of qualified individuals from the female sector was around 13% of the total qualified individuals, according to the statement of the director of the Chamber of Traditional Industry for the state of Setif during our interview with her on 15.04.2023.

The handicraft sector is an important sector both economically and socially, as it provides employment opportunities and enhances economic stability for many people. This sector is an essential part of the economy of many countries and is considered one of the main sectors that promote economic growth. It is worth noting that handicraft activities account for the largest proportion of service production, representing more than 57% of total production. In addition, the handicraft sector promotes cultural and social diversity, as it contributes to the preservation, conservation, and development of cultural heritage.

Looking at the figures mentioned in the above table, it appears that the handicraft sector has contributed significantly to job creation, with approximately 41,970 jobs provided in this sector by the end of December 2022, through 18,226 registered activities. This indicates the importance of this sector in enhancing employment opportunities and improving the social and economic lives of people in many countries. As per the following table, it can be observed that the number of crafts until December 2022 reached 2116 out of 5867 newly created job positions, with the traditional artistic industry activity dominating at 862, followed by the traditional service industry at 762 crafts, and finally the traditional handicraft industry producing materials at 492.

**Table N4: Job Positions Held by Women**

	<b>Artistic traditional industry</b>	<b>Material production</b>	<b>Services</b>	<b>total</b>
	862	492	762	2116
<b>Updated job positions</b>	3189	1230	1448	5867

Through the following table, it can be observed that the number of mobile artisanal contractors from 2005 to 2022 reached 5092, of which 23 were mobile female artisanal contractors, representing 0.45%. This is due to the conservative nature of Algerian women. Meanwhile, the number of artisanal contractors with a fixed location reached 12386, of which 1535 were female artisanal contractors, representing 12.39%. The number of home-based artisanal contractors reached 748, of which 558 were female artisanal contractors, representing 74%. This indicates that the majority of female artisanal contractors operate from their homes, which is due to the compatibility between their personal lives and their contracting work.

**Table N5:** The headquarters of women's craft entrepreneurship

Headquarters/periods	2005-1998	2006-2013	2014-2022	The total	Total Feminist Craftsmanship
Mobile work	470	1382	3240	5092	23
On-site work	2279	4355	5752	12386	1535
Work from home	32	174	542	748	558
<b>total</b>	2781	5911	9534	18226	2116

The number of handicraft businesses in urban areas as of December 31, 2022 reached 11,412, of which 1,676 were urban female handicraft businesses, representing 80.06%. Meanwhile, the number of handicraft businesses in rural areas reached 6,814, of which 440 were rural female handicraft businesses, representing 48.15%. If anything, this indicates a concentration of female handicraft business owners in rural areas due to the availability of raw materials there.

**Table N6:** Contracting according to the medium of activity

	1998-2005	2006-2013	2014-2022	total
<b>Total Urban Craftsmanship</b>	1919	3697	5796	11412
<b>Total Rural Craftsmanship</b>	862	2214	3738	6814
<b>Urban Women's Entrepreneurship</b>	675	372	629	1676
<b>Women's entrepreneurship in rural areas</b>	187	120	133	440
<b>The total</b>	2781	5911	9534	18226

It is noted that the number of craftsmen benefiting from support institutions in the state of Setif for the year 2022 reached 63 craftsmen, including 11 female craft businesses, with a percentage of 17.4%, distributed among 7 craft businesses through ANGEM, 4 craft businesses through ANADE, and 1 female craft business through CNAC. It is also noted that the total beneficiaries of support institutions since 1998 until December 31, 2022 reached 1,793 craft businesses, including 267 female craft businesses, representing 14.89% of the total beneficiary craft businesses. The largest supporting institution is ANGEM with 105 supported female craft businesses, followed by CNAC with 85 supported female craft businesses, and finally ANADE with 77 supported female craft businesses.

**Table N7: Contractors benefiting from subsidies**

	<b>ANADE</b>	<b>ANGEM</b>	<b>CNAC</b>	<b>total</b>
<b>Beneficiaries of support agencies for the year 2022</b>	33	28	02	63
<b>Women's entrepreneurship benefiting from support bodies for the year 2022</b>	04	07	0	11
<b>Beneficiaries of support agencies for the year 1998-2022</b>	891	421	481	1793
<b>Women's entrepreneurship benefiting from support bodies from 1998 to 2022</b>	77	105	85	267

## 6. Discussion

The results describe various mechanisms that have been applied to promote women's entrepreneurial activity in the traditional industry and crafts sector in the state of Setif. These mechanisms include programs for promoting artisanal activity, training and vocational qualification, and a qualification process supervised by the technical qualification committee at the Chamber of Traditional Industry and Crafts. Additionally, vocational training institutions provide opportunities to obtain certificates in various fields of traditional crafts through apprenticeships, and the state is seeking to open a special branch in the field of gypsum engraving at the Ain Arnat Vocational Training Center.

The results also mentions that the handicraft sector is an important sector economically and socially, providing employment opportunities and enhancing economic stability for many people. The sector has contributed significantly to job creation, with approximately 41,970 jobs provided in this sector by the end of December 2022, through 18,226 registered activities. The numbers further notes that the number of qualified individuals from the female sector was around 13% of the total qualified individuals.

Encouraging women's entrepreneurship can have numerous positive effects on the economy, including increased productivity and job creation (Ennis, 2019). In traditional industries in developing countries (Githiria, J. M., & Onifade, M, 2020), women entrepreneurs face several challenges, such as limited access to finance, lack of training (Rudhumbu, N., Du Plessis, E. C., & Maphosa, C, 2020), and cultural barriers. To address these challenges, various mechanisms can be employed to consolidate the culture of women's entrepreneurship in the traditional industry sector in developing countries (Yunis, M. S., Hashim, H., & Anderson, A. R, 2018). The following are the topics related to the results of the study:

1. Providing access to finance: Women entrepreneurs in traditional industries often lack access to finance, which hinders their ability to start or expand their businesses. To address this, various financial institutions and development organizations provide financing and microfinance programs specifically designed for women entrepreneurs.

2. Offering training and mentorship: Many women entrepreneurs in traditional industries lack the necessary skills and knowledge to succeed in their businesses. Providing training and mentorship programs can help these women improve their business acumen and increase their chances of success.

3. Addressing cultural barriers: Cultural barriers such as societal attitudes towards women's roles in business can discourage women from starting or growing their businesses. Addressing these cultural barriers through awareness campaigns,

policy changes, and other initiatives can help create a more supportive environment for women's entrepreneurship.

4. Creating networking opportunities: Networking opportunities can help women entrepreneurs in traditional industries connect with other business owners, potential customers, and suppliers. This can lead to new business opportunities and collaborations.

Overall, consolidating the culture of women's entrepreneurship in the traditional industry sector in developing countries requires a multifaceted approach that addresses the various challenges and barriers women entrepreneurs face (Ojediran, F., & Anderson, A, 2020). By providing access to finance, training and mentorship, addressing cultural barriers, and creating networking opportunities, it is possible to create an environment where women can thrive as entrepreneurs in traditional industries.

## 7. CONCLUSION

Women entrepreneurs play a crucial role in increasing local production and achieving development in its various aspects. They have demonstrated their competence and ability to establish, manage, and make appropriate decisions for their businesses, contributing to the country's development, providing employment opportunities, reducing unemployment, and improving their social and economic status. Therefore, the Algerian government should make more efforts to support and accompany them, as they possess skills, creativity, and untapped potential that need to be employed, supported, trained, and embraced, including traditional handicrafts.

Through empirical research, a number of results were obtained, including:

-Women are productive energy that effectively contributes to supporting development in all its forms.

-Handicraft entrepreneurship is the most important field for women to enter.

-Narrowing the economic gap between men and women.

-Preserving identity and cultural heritage by adhering to the ancestors' craft.

-Female handicraft entrepreneurship focuses on rural areas at the expense of urban areas.

-The female entrepreneurial activity is conducted from homes.

-Providing a supportive family environment for women to enter the entrepreneurship world after the age of 50.

Finally, a set of recommendations should be presented, including:

-Enhancing women's initiative by providing customized training to meet the needs of female handicraft entrepreneurs, which helps identify obstacles and problems and work to eliminate them by providing necessary solutions.

-Paying more attention to informal women's institutions that are widely spread in Algeria and benefiting from the experiences of other countries.

-Raising women's awareness of opportunities when entering the world of female entrepreneurship and using information and communication technologies.

-Coordinating between the relevant ministry, traditional industry chambers, and supporting parties and entities to eliminate bureaucracy and support female handicraft entrepreneurship.

-Focusing on training female craftsmen to develop their entrepreneurial spirit.

-Increasing funding for female projects in the handicraft sector.



## 8. References

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