

Results of Needs Survey of Women's Enterprises in the Earthquake Affected Area in Türkiye

JICA

MIDDLE EAST AND EUROPE DEPARTMENT

MS. SUZUKA KURIKI



Japan International
Cooperation Agency

Background of the Needs Survey

JICA provided the liquidity to support to SMEs together with KOSGEB (Co-financing with WB).
10 per cent of the total project cost has been designated for women's enterprises.



After the Great East Japan Earthquake in 2011, Japanese women's enterprises faced various difficulties launching, continuing, and expanding their businesses.



We believe similar situation is occurring in Türkiye. However, the details of these challenges and how to address them have not been fully identified.



Therefore, JICA has conducted this survey to find out what issues Women's Enterprises are facing.

We Surveyed about 300 Women-Owned SMEs

	Survey Method	
	Online Survey	Focus Group Discussion (FGD) /Interview
Target SMEs	Women-owned SMEs received liquidity support from KOSGEB (WB and JICA financing)	
Survey Period	November-December 2024	November 2024
Target Area	11 provinces in southeast Türkiye (Hatay, Kahramanmaraş, Adıyaman, Malatya, Gaziantep, Adana, Şanlıurfa, Diyarbakır, Elazığ, Kilis and Osmaniye)	Hatay and Kahramanmaraş
Number of responses	270 companies	24 companies

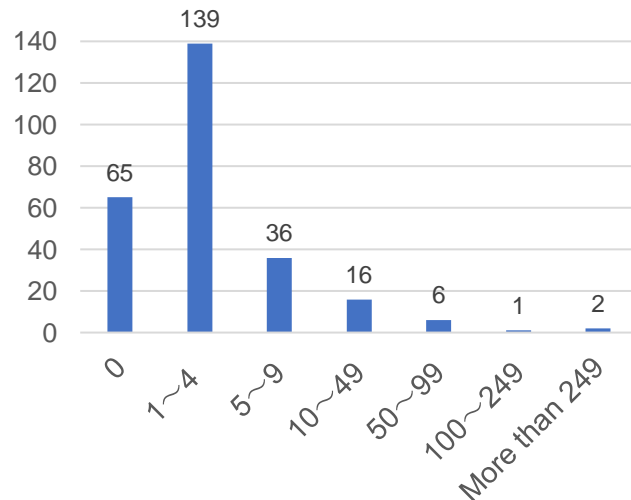
Characteristics of Women's Enterprises :

Many Women's Enterprises in the Earthquake Affected Area are Micro and Lasting for many years

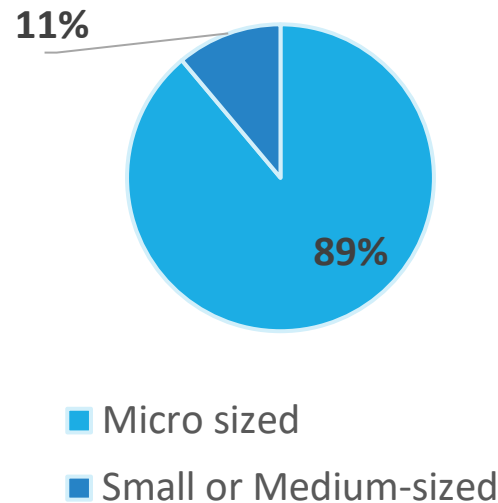
KOSGEB categorises “micro-enterprise” which employs up to 10 employee and has either annual net sales or balance sheet size of up to 10 Million TRY.

However, many have been operating for >11 years.

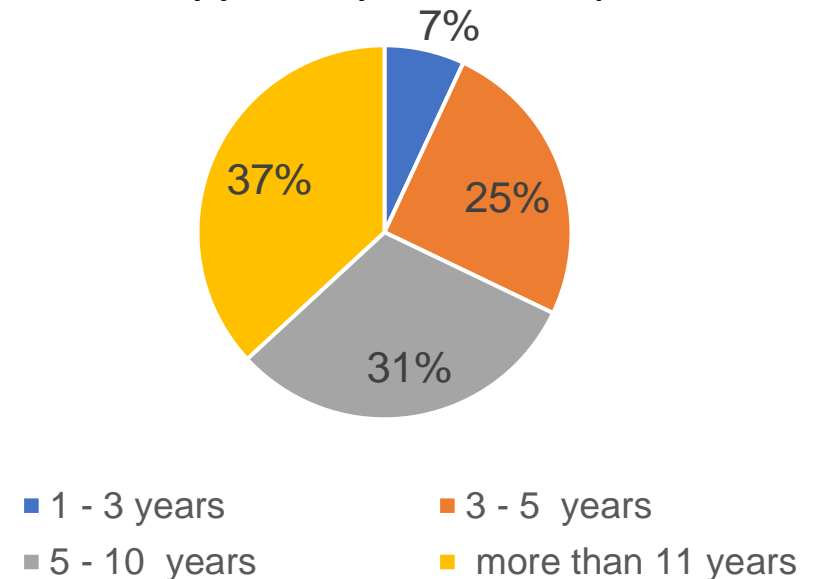
Number of Employees before the earthquake



Percentage of Small, Medium and Micro enterprises by category



How many year has your business operated for?



Characteristics of Women's Enterprises : Motivation for starting business

The Main reasons for women to establish the business can be categorized as follows:

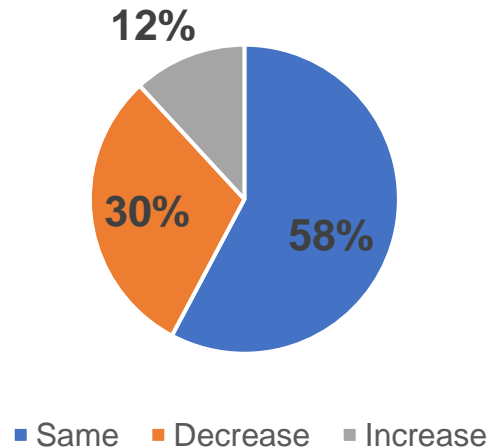
- a. Training experiences, personal interests, family business, passions, etc.
- b. Means of supporting a household or financial independence
- c. Contribution to the local community after the earthquake
- d. Choice of being an entrepreneur as a lifelong occupation

Result 1:

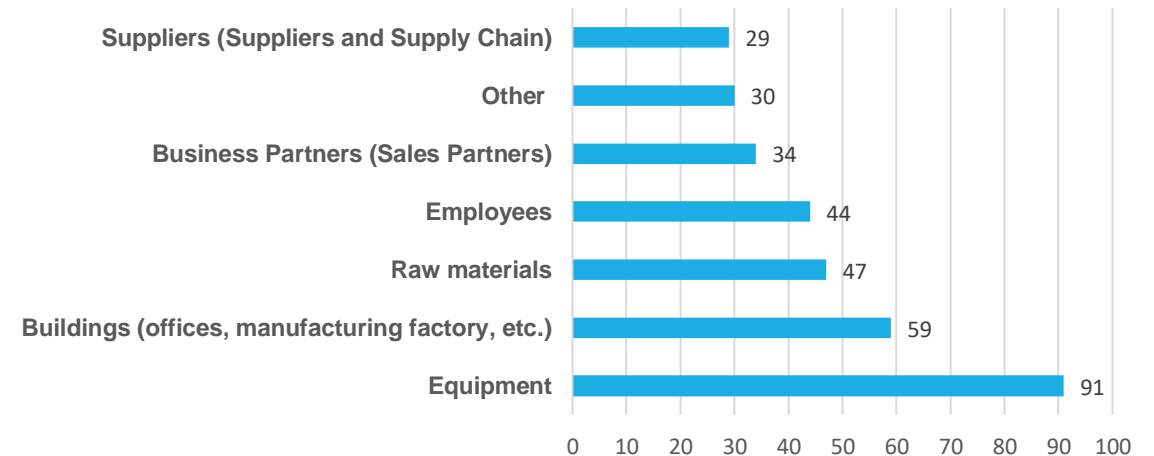
The Impact of the Earthquake on SMEs is Ongoing

- Many commented that their businesses are still not expected to recover due to external conditions (e.g., macroeconomic factors).
- 30% answered that the number of employees decreased after the earthquakes.
- Suppliers and business partners have still not recovered.

Change in number of employees before and after the earthquake



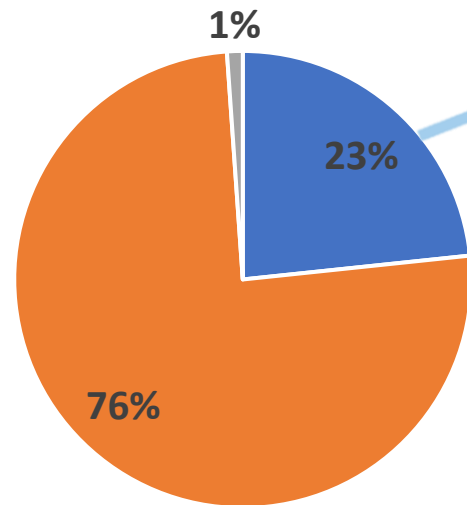
What are some of the damaged items that have been restored to their original state?



Result 2:

23% of Women's Owned SMEs Face Difficulties Due to Their Gender

Have you experienced difficulties
as a women's enterprises?
(Result From Online survey)



■ YES ■ NO ■ NO ANSWER

"The Belief that women's business skills and abilities are low."

"Not being taken seriously simply because we are women and trying to survive in very difficult situations in all areas of male-dominated society."

"Social oppression."

"Being physically weak and having difficulty accessing financial support."



Result 3: Women's Enterprises Face various Challenges Within Company and outside of the Companies

Nearly half of the participants co-managed a business with their spouses.

In some cases, this arrangement was successful. However, it is frequently the case that the female partners are neglected and treated with less respect than the male partners.

This situation occurs more frequently in industries which are traditionally male-oriented.

Internal Challenges Faced by Women's Enterprises

External Challenges Faced by Women's Enterprises

Building owners were more frequently reluctant to rent buildings to Women's Enterprises.

Women faced challenges about payment from customers.

Result 4 (Opportunity): Some Women's Enterprises Has Support System

FGD and interviews revealed that psychological and social support from **male family members has an important role in amplifying the activities of women's enterprises and their participation in economic activities.**



“After having a child, I had a hard time balancing child raising and business management. Although I have a great deal of responsibility in both child raising and business, my husband provides me with ample support and I am able to balance both. I feel that the support of a husband is the most important thing for women entrepreneurs.”

“With regard to me starting a business with no experience, my husband was criticized by other people. However, he was financially stable and supported me, saying he would back me up no matter what the outcome”.

Recommendations from the survey results:

Importance of Providing Community Support for Women's Enterprises

Way forward



Almost all participants of FGD commented that they would be willing to participate in any such community of mutual support for women's enterprises.

The formation of a community where entrepreneurs can gather, consult with each other and cooperate with each other's business growth was considered to be an important soft infrastructure for SMEs to continue growing during the medium- to long-term recovery process.

Recommendations from the survey results: Importance of Non-Financial Support and Capacity Building for Women's Enterprises

Way forward



Financial support is essential to prevent business closure. In addition to that, it is essential to provide capacity-building opportunities to strengthen management skills and business infrastructure.

The following challenges faced by women's SMEs require addressing:

- a. Improvement of basic business skills (marketing, financial analysis, etc.).
- b. Improvement of management skills to scale from a sole trader business.
- c. Creation of leisure opportunities, facilities, experiences, and communities that improve psychological security and wellbeing in addition to basic livelihood infrastructure.