

Best sectors to promote women's entrepreneurship in Algeria as a means of establishing sustainable development

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Abstract:

The purpose of this study is to identifying of suitable sector to the development of women's entrepreneurship in Algeria as a means of acheiving sustainable developpment. In order to achieve our objective, we used the descriptive method, through reviewing the related literature to the research variables and also analyzing the content of some studies which tackled this topic. The study concludes that guiding women business leaders in Algeria to high value added sectors, is an important means of achieving sustainable development

Keywords: Women's entrepreneurship in Algeria, sustainable development, support programs, Sectors of women's entrepreneurship

I- Introduction:

The world today is witnessing increasing interest in how to activate, expand, and develop women's participation in the economic and development fields.

As a developing country, Algeria has taken upon itself the need to integrate the women's component in the various development projects adopted (Economic Growth Program, Economic Recovery Program, Growth Consolidation Program). By method that enable to benefit from the various economic advantages that can be obtained, since, the female component represents a relatively untapped energy and relying on it contributes to wealth creation, especially as this corresponds with the priorities of sustainable development in its economic and social (eg: reducing unemployment and creating jobs).

In light of emergence many approaches, ideas and concepts that can be used in this field, women's entrepreneurship and how to encourage it has been one of the most important approaches that can be focused on achieving the various developmental goals. Many programs and laws have been adopted to achieve this goal. , And therefore can ask about the usefulness of these efforts and the extent of benefiting women entrepreneurs, and this can only be achieved through studying the reality of women's entrepreneurship in Algeria and the various challenges that are facing now and in the future. Thus, the aim of this study is to discover the reality and challenges of women's entrepreneurship in Algeria.

1. Entrepreneurship a perspective

Much have been written about entrepreneurship, entrepreneurs, and their impact of the economic development of a country. Ritchard Cantillon is the first thinker who has thrown down much attention to business entrepreneurship. Where called the entrepreneur an "undertaker", a person that does not retreat from engaging in risky business ventures (**Śledzik, 2013**). From its beginning in the work of Cantillon, many of the writings referred to anyone who organized and launched a firm as an entrepreneur (**Dana, 2011**). The concept of entrepreneurship and innovation are two concepts related to the work of **Schumpeter (1983)**, who defined « entrepreneur who have only contributed will and action and have only carried out the new combination of existing productive factors » (**Schumpeter, 1983**).

Bundel and Locket (2011) describe entrepreneurship as an elusive concept, as it primarily depends on the temperament and personal qualities of the entrepreneur. This definition establishes the central role of the personality of the entrepreneur in a new venture contest. According to **Harfer (2003)** entrepreneurship involves the discovery of opportunities to buy one thing (eg: a resource) at a low price in order to sell it (or its resulting output) at a high price, he also suggests that what entrepreneurs do is identifying opportunities for gain that others (and even they themselves) have overlooked (**Harfer, 2003**).

Concerning **Nieva (2015)**, the meanings of entrepreneurship imply that an enterprise is at work whenever an individual takes the risks and invest resources to make something unique or something new, designs a new way of doing something that already exists, or creates new markets. **Venkataraman (1997)** states that entrepreneurship as a scholarly field seeks to understand how opportunities to bring into existence « future » goods and services are discovered, created, and exploited, by whom and with what consequences. It is

acknowledged that entrepreneurial activity is valuable for economic as social reasons and strong interest in the field has been driven by recognition of the fact that entrepreneurial ventures are key drivers of economic growth in market systems (**Murphy and Liaop, 2006**).

According to **Birley and Harris (1988)** birley say to analyze the factors which influence the initial entrepreneurial decision is used to develop a theory for female entrepreneurs. The model describes three broad groups:

- a) The “Antecedent Influences” include those aspects of the entrepreneur’s background which affect her motivations, perceptions, and skills and knowledge. They include genetic factors, family influences, education, and previous career experiences.
- b) The “Incubator Organization” describes the nature of the organization for which the entrepreneur worked immediately prior to start-up. Relevant factors include the specific geographic location, the type of the skills and knowledge acquired the degree of contact with possible fellow founders, and the extent to which the entrepreneur gains experience of a small business setting. Beyond these, there are the particular motivations and triggers to stay with or to leave the organization - the push versus pull factors.
- c) The “Environmental Factors” external to the individual and to her incubator organizations provide an important setting within which the individual entrepreneur is able to flourish. Important factors here include the general prevailing economic conditions, but more specifically the accessibility and availability of venture capital, role models of successful entrepreneurs, and the availability of supporting services.

Entrepreneurship is often discussed under the title of the entrepreneurial factor, the entrepreneurial function, entrepreneurial initiative, and entrepreneurial behaviour and entrepreneur along with the shortage of people with entrepreneurial capabilities. Its consideration as an entrepreneurial function refers to the discovery and exploitation of opportunities or to the creation of enterprises, Entrepreneurial behaviour is seen as behaviour that manages to combine innovation, risk-taking and proactiveness (**Miller, 1983**). In other words, it combines the classic theories of Schumpeter’s innovative entrepreneur (1934, 1942), and the entrepreneur with initiative and imagination who creates new opportunities. Reference to entrepreneurial initiative underlines the reasons for correctly anticipating market imperfections or the capacity to innovate in order to create a “new combination”. Entrepreneurial initiative covers the concepts of creation, risk-taking, renewal or innovation inside or outside an existing organization. Lastly, the entrepreneurial spirit emphasizes exploration, search and innovation, as opposed to the exploitation of business opportunities pertaining to managers (**Cuervo et al, 2007**).

According the Global Entrepreneurship Monitor **GEM (2015)** the innovation and entrepreneurship are closely connected concepts. Highly innovative entrepreneurs disrupt market equilibrium by introducing new product-market combinations that create new needs among customers and drive out less productive firms as their innovations advance the production frontier. Furthermore, innovation goes beyond merely creating novel goods and services. To commercialize innovation, entrepreneurs need to identify new market niches and develop creative ways to offer, deliver and promote their products. All of this requires

awareness of competitive offerings, as well as the ability to incorporate this knowledge into distinct products and services. Innovation capabilities are thus important to the ability of an economy to become competitive, particularly in higher-productivity sectors (**Kelley et al, 2015**).

According to **Miller (1983)**, **Schmpeter (1983)**, **Birley and Harris (1988)**, **Venkataraman (1997)**, **Harfer (2003)**, **Cuervo et al. (2007)**, **Śledzik (2013)**, **Liaop (2006)**, **Dana (2011)**, **Bundel and locket (2011)**, **Nieva (2015)**, **Kelley et al. (2015)**, they argue that entrepreneurship emerges their role in economic sciences and commercial sciences, but is often attributed to the fact that new economic entities have been created.

2. The situation of entrepreneurship in Algeria

The private sector in Algeria has experienced three major periods **Hammouda and Lassassi (2008)**. After its independence, Algeria inherited a devastated economy, low structures of education and training, as well as the spread of illiteracy and poverty. This led to a backward socio-cultural situation, including the position and role of women in society. Algeria experienced during the sixties of the 20th century, major changes in political, economic and in the socio-cultural environments. It went through a period of socialism (1962-1988), and then opening the market economy as a result of globalization. The changes have affected methods of work and working culture, especially the work of the women who went from working at home, to working agriculture in farms, to the craftsmanship, to working in managerial positions, to entrepreneurship and holding political responsibilities. After a period of economic expansion which lasted until the 70s of the 20th century, Algeria has experienced a period of crisis, following the drop in oil prices - the only important resource revenues in foreign currency - and the state was forced to borrow from the World Bank who asked unpopular conditions. This has led to the privatization and closure of several state companies, as well as the dismissal of thousands of workers. Driven by the huge deficit in job in Algeria and influenced by the success of entrepreneurship strategy in Europe and the United States, Algeria embarked on a strategy to encourage young people to start their own businesses, and participate in the creation of jobs and wealth (**Boufeldja, 2014**). In the late '80s when the Policy-makers have become aware of the importance of the private sector in Growth and economic development of the country, so reforms economic developments have been made through the promotion of private investment and entrepreneurial (**Hammouda and Lassassi, 2008**).

In the first half of 2007, small and medium-sized enterprises (SMEs) Private sector in Algeria represents more than 71% of the total SME population With a density of 854 per 100,000 inhabitants (**Hammouda and Lassassi, 2008**), and at the end of 2008, the number of private SMEs declared is 392013 and 126887 artisans, indeed, the entrepreneur becomes the cornerstone of development economics (**Berreziga and Meziane, 2012**). Entrepreneurship has become a strategy for youth employment and socio-economic development. Socio-economic legitimacy has become a strategic asset for the Small enterprise as a factor in the integration and enhancement of its picture. Social Firstly, it has related to the factors of self-realization and social integration. And economic, as TPE /PME have been in recent years spearheaded producing innovations, development of new services and creating jobs (**Tounes, 2003**). Enterprises managed by young women are generally micro or small, with simple means of production in general, so we registered the absence of

pressure for technological change. But the fact that these companies activate in an underdeveloped environment puts them under strong socio-cultural pressures (**Boufeldja, 2014**).

In Algeria, as a developing country, the woman remained in the background in the social and economic life (**Boufeldja, 2014**). Salman Al-Abboudi has reported that "in Morocco, women have long been a back plant by traditions and customs value of man in relation to the position of woman and confirmed their superiority over them" (**Al Abboudi, 2012**).

In fact, the choice of Algerian women of entrepreneurship as a job is the result of several changes, political, educational and economic **Boufeldja (2014)**.

2.1 Political changes: Algeria has opted for socialism after its independence, and after the events of October 1988, it opened on multiparty system, which gave more democracy, and on the liberal economy which has affected the political, social and economic life environment. The important companies were public and state owned, and private initiatives to create enterprises were not allowed. After that event, and with the political changes, the private initiatives became encouraged.

2.2 Educational change: Algeria has invested heavily in education, vocational training and higher education. The educational factors had a significant impact on the societal level of instruction, including girls graduating from Algerian universities. This is due to the education policy which has become a requirement and compulsory for all Algerian children without discrimination between genders.

2.3 Economic changes: The availability of financial resources from the hydrocarbon export revenues, and the openness of the market economy encouraged the investment in social and economic infrastructures. Algeria invested heavily in different industrial sectors such as the petrochemical, mechanical and food industries, in order to meet their consummation needs and to reduce imports.

These changes had an impact on the socio-cultural life, attitudes and behaviours of young from the two genres, as workers, managers and entrepreneurs, as well as their attitudes towards the work of women in Algeria (**Boufeldja, 2014**).

Consequently, it can be said that the entrepreneurial women orientation become an imperative necessity dictated by economic and living conditions and the need for women to achieve themselves.

The private sector in Algeria nearly 75% of nonhydrocarbon GDP and 55% of value added. The number of SMEs / SMIs continues to increase despite a business climate that entrepreneurs consider unfavorable (**OIT, 2017, p.7**). Algeria is one of the first Arab countries that has mechanisms to develop women's entrepreneurship. In Table 1, represent the Algerian institutions involved in the promotion of SMEs and their respective roles.

Table1: The Algerian institutions involved in the promotion of SMEs and their respective roles.

Institutions	Roles
Ministry of Industrial Development and Investment Promotion (MDIPI)	• Defining enterprise promotion and development policies. • Dictating measures meant to improve the business

	environment. • Outlining the action plans that will be implemented by its branches (listed below).
National Agency for the Development of Small and Medium-Sized Enterprises (ANDPME)	Main Tasks: • Implementing the sectoral strategy for SME promotion and development. • Implementing and following up on the national SME upgrading programme. • Promoting expertise and consulting for the benefit of SMEs. • Following the SME population by tracking their creation, cessation of activity, and changes in activity. • Conducting regular sectoral studies and reports on economics trends. • Collecting, exploiting, and disseminating specific information related to SME areas of activity.
National Agency for Intermediation and Land Regulation (ANIREF)	Main Tasks: • Creating new industrial areas. • Providing land through private treaties signed via the CALPIREFs. • Implementing a price enhancement policy specific to each region. • Improving the attractiveness of the country's regions by creating and rehabilitating industrial areas.
National Agency for Investment Development (ANDI)	Main Tasks: • Promoting investment and the distribution of benefits accrued from it.
The Credit Guarantee Fund (FGAR)	Main Tasks: • Facilitating the access of SMEs to bank financing for start-up or activity extension projects by granting credit guarantees to banks, in order to complete the financial package. • SME-creation or development investments that fall outside the scope of the various existing schemes (ANGEM, ANSEJ, CNAC).
Ministry of Finance	Providing access to financing through the creation of funds and investment funds (listed below). Customs facilitation.
The Investment Credit Guarantee Fund for SMEs (CGCI-PME)	Main Tasks: • Supporting SME creation and development by facilitating their access to credit. • Covering the risks attached to the investment loans

	granted to SMEs. • Covering insolvency risks incurred by banks on loans granted to SMEs. • Complementing the other schemes aiming at providing bank financing support to SMEs, established by the FGAR and the Mutual Guarantee Fund (<i>Fonds de caution mutuelle</i>).
The Mutual Guarantee Fund for Risks/Credits to Young Entrepreneurs	Main Tasks: • Further strengthening the willingness of banks to take risks in the financing of companies created under the ANSEJ schemes.
The Mutual Guarantee Fund for Microcredits	Main Tasks: • Banks and financial institutions affiliated with the fund grant microcredits to beneficiaries who have obtained the aid of the National Agency for Microcredit Management, the ANGEM.
The Mutual Credit Fund for the Investment Risks/Credits of Unemployed Entrepreneurs between 35 and 50 Years Old	Main Tasks: • Further strengthening the willingness of banks to take risks in the financing of companies created under CNAC schemes.
Ministry of Labour, Employment, and Social Security	• Increasing employment through support for business creation. • Participating in financing entrepreneurship projects through its branches (see below).
National Agency for the Support of Youth Employment (ANSEJ)	Main Tasks: • Helping and encouraging young entrepreneurs in the creation of SMEs.
National Agency for Micro-Credit Management – Micro enterprise Creation Support (ANGEM)	Main Tasks: • Creating microbusinesses, home-based activity and self-employment.
The National Unemployment Benefit Fund (CNAC)	Main Tasks: • Helping and encouraging unemployed people in creating microbusinesses and in becoming self-employed.
Ministry of Commerce	• Developing policies facilitating access to the global market.
Algerian Agency for Export Promotion (AAPEX)	Main Tasks: • Promoting SME exports.

Source: (OECD & ETF, 2014, pp.195-196)

3. Profile of women entrepreneur in the Algerian economy

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Algeria is one of the first Arab countries to have mechanisms for the development of entrepreneurship; there are a number of other government agencies, operating under the Ministry of Labour, Employment and Social Security, and the Ministry of Commerce, also contributes to promoting entrepreneurship and supporting small enterprises such **OECD & The European Commission & ETF (2014)** such as: (National Agency for the Support of Youth Employment) **ANSEJ**, (National Agency for Micro-Credit Management – Micro enterprise Creation Support) **ANGEM**, The National Unemployment Benefit Fund **CNAC**, The Credit Guarantee Fund **FGAR**, National Agency for Investment Development **ANDI** and other Algerian institutions.

According the Officials of **ANDI**, For the period 2002-2013, almost one million entrepreneurial initiatives were accompanied by various public mechanisms such as (**ANSEJ, ANGEM, ANDI, CNAC**):

Table 2: Total projects completed by support agencies (2002-2013)

ANDI	47593projects
ANSEJ	278651projects
CNAC	90625projects
ANGEM	530703projects

Source : (OIT, 2017, p.7)

From the table above, we can note that the number of start-ups varies according to the orientation of the project. **ANGEM** has contributed to the establishment of the largest number of institutions during this period. Despite the big number, however, the number of SMEs that have been established is insufficient.

In the beginning 2017 the number announced by the National Center for the Register of Commerce (NCRC) is 935,000 all statuses combined. This gives a ratio of nearly 20 SMEs per 1000 inhabitants, very low compared to the standards of the region and countries with similar incomes (+/- 35 for 1,000) (**OIT, 2017**). The situation of current entrepreneurship in Algeria is characterized by (OIT, 2017, p.7):

- 95% of enterprises are very small enterprises. Thus the number of jobs created is very low (at least 9 employees), often do not exceed 3 employees.
- Employers mostly male (10 times more than women) but with average training (only 13.4% of the men companies with a higher diploma and 3.2% of those with independent professions.
- Of the 368,000 women employers and self-employed, one third of women employers have a higher education degree (34.8%). This number drops considerably for the cases of independent women (only 4.9%)
- Projects that are poorly integrated in their territories: 59% of existing SMEs (the same in case of creating new enterprises) are domiciled in the north of the country; 31% are in the Highland territories and barely 8% for the South of the country; while only 2% of SMEs are installed in the Great South.
- Women registered in the Commercial Register represent barely 7% on the whole economic operators who are more than one million; although their number in the year (2017) increased by 14% compared to the year 2012. By sector of activity, women exercise particularly in retail distribution (49% of all retailers registered as natural persons), production services of goods and wholesale distribution 3.4%, artisanal production and export.

- Concerning commercial women-legal persons, they practice mainly services (39.4% of the total number of women-owned companies), production of goods, the import for resale in the state, the wholesale distribution, the retail distribution, artisanal production as well as export.
- By age group, it is found that among women traders (people between the ages of 39 and 48 are aged between 49 and 58 years that are the most numerous.

These characteristics are quite similar to women entrepreneurs in other countries in the North Africa region. Most women entrepreneurs act as self-employed workers, with the number of women "legal employers" being very small (ILO, 2016). According to the UNDP 2016 report on human development in Africa (PNUD, 2016) it is the gap between legal rights, on the one hand, and prevailing practices and behaviors advocated by social and cultural norms, on the other, as a major obstacle to accelerating progress towards gender equality and women's empowerment . In addition to the traditional distinction between urban and rural areas, the level of education and skills of entrepreneurs/project promoters is one of the key factors in the success of women's economic advancement.

According to the report of (International Labor Organization), women currently continue to be significantly less active in the labor market than men, with higher unemployment rates (20% of women vs. 8.1% of men and lower participation rate (16.6% for women versus 66.6% for men)(OIT, 2017, p.31).

According to the ONS, at the end of 2016, Algeria had 3,133,000 employers or self-employed (including 394,000 women). As for the female unemployment rate, the statistics obtained from the ONS (figure 2) show a stagnation in the number of female entrepreneurs during this last decade.

The rate of women's participation in projects funded by CNAC and ANSEJ are described below:

Table 3: ANSEJ and CNAC projects funded by gender and sector of activity

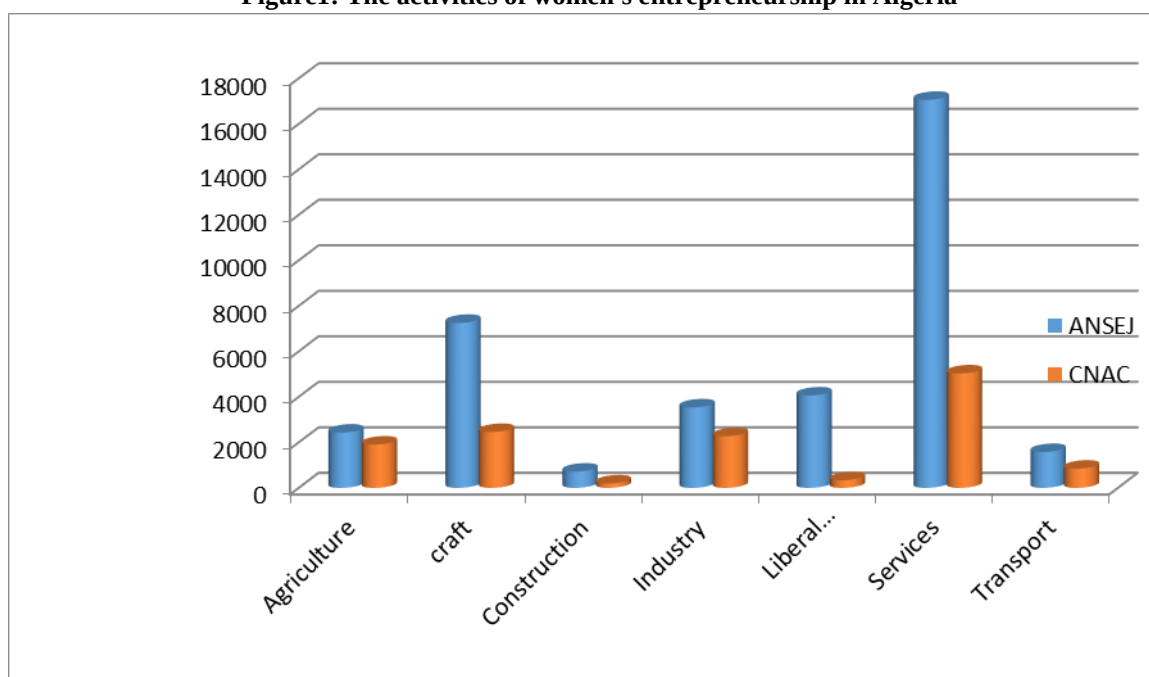
Activity Sector	ANSEJ			CNAC		
	Funded projects	Used by women	% female projects	Funded projects	Used by women	% female projects
Agriculture	<u>53 486</u>	<u>2 432</u>	<u>4.5</u>	<u>16548</u>	<u>1905</u>	<u>11.5</u>
craft	<u>42 513</u>	<u>7 255</u>	<u>17.1</u>	<u>11130</u>	<u>2459</u>	<u>22.1</u>
Construction	<u>32 405</u>	<u>716</u>	<u>2.2</u>	<u>8225</u>	<u>195</u>	<u>2.4</u>
Industry	<u>32 996</u>	<u>3 540</u>	<u>10.7</u>	<u>11147</u>	<u>2273</u>	<u>20.4</u>
Liberal professions	<u>9 198</u>	<u>4 063</u>	<u>44.2</u>	<u>778</u>	<u>336</u>	<u>43.2</u>
Services	<u>104 947</u>	<u>17 058</u>	<u>16.3</u>	<u>29526</u>	<u>5035</u>	<u>17.1</u>
Transport	<u>88 900</u>	<u>1 579</u>	<u>1.8</u>	<u>58019</u>	<u>847</u>	<u>1.5</u>
Total	<u>364 445</u>	<u>36 643</u>	<u>10.1</u>	<u>135373</u>	<u>13050</u>	<u>9.6</u>

Source: International Labor Organization (ILO), National Assessment of Women's Entrepreneurship Development in Algeria, 1st Edition, 2017,p. 35.

Among the 364,445 projects funded by ANSEJ, only 36,643 enterprises (10.1%) were supported by women and almost the same rate exists for CNAC (9.64% of all funded projects), the activities benefiting women are varied and the figure1 shows the distribution of projects funded for each sector:

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Figure1: The activities of women's entrepreneurship in Algeria



Source: International Labor Organization (ILO), National Assessment of Women's Entrepreneurship Development in Algeria, 1st Edition, 2017,p.35.

The figure above shows that few women project promoters start to propose projects in sectors such as transport or construction. On the other hand, they are much more numerous in the service and craft sectors. The liberal professions are chosen more broadly by the young female entrepreneurs of **ANSEJ** while the women of the **CNAC** venture more into the agricultural sector, especially middle-aged.

If we look at the distribution of the credits granted from the micro credit set up by the National Micro-Credit Management Agency **ANGEM** by sex, there is a majority of women beneficiaries of this program. The **ANGEM** has two types of products:

- Financing "Purchase of raw materials, AMP" whose amount must not exceed hundred thousand dinars and which allows the beneficiaries to acquire raw materials for work in the home itself and gradually perpetuate the activity and source of returned.
- Project financing for the purchase of small equipment or intervene in the banking system with loans of up to 99% of the maximum amount of one million dinars (bank credit representing 70%).

Table4: Distribution of the credits granted by the ANGEM by sex and product.

	Total number of Beneficiaries	Number Of women Beneficiaries	%	Number of jobs created by women
AMP financing	<u>713 304</u>	<u>478 817</u>	<u>67,13</u>	<u>718 226</u>
Project Funding	<u>77 117</u>	<u>14 102</u>	<u>18,29</u>	<u>1 153</u>
Total	<u>790 241</u>	<u>492 919</u>	<u>62,38</u>	<u>739 379</u>

Source: International Labor Organization (ILO), National Assessment of Women's Entrepreneurship Development in Algeria, 1st Edition, 2017, p.36.

The statistics presented in the table above show larger percentage women who benefit from these services. the proportion of women benefiting from projects funded by l'ANGEM

is large compared by ANSEJ and CNAC. The percentage of projects funded by l'ANGEM in 2016 is 62.38% (790241 projects funded), while the number of jobs created by these projects was (739,379).

The statistics presented in the table above show a larger percentage of women who benefit from these services. the proportion of women benefiting from projects funded by l'ANGEM is large compared by ANSEJ and CNAC, The percentage of projects funded by l'ANGEM in 2016 is 62.38% (790241 projects funded), while the number of jobs created by these projects was (739,379). It is possible to conclude that the financial services offered by ANGEM can be further adapted to the needs and realities of women, but also to better support them so as not to remain at a subsistence level (OIT, 2017). Another interesting fact is that the total number of jobs accumulated in 2017 by the ANGEM system is 1,185,634, an average of 1.5 jobs per project. In other words, the ANGEM projects correspond to self-employment situations (OIT, 2017).

Table5: Distribution of ANGEM Credits by sector of activity and Sex

Sector of activity	Number of loans granted	Number of women beneficiary	Share (%) of women
Agriculture	<u>111 758</u>	<u>31 229</u>	<u>27,94</u>
Very Small Industries	<u>305 265</u>	<u>272 963</u>	<u>89,42</u>
Buildings and Public Works	<u>67 321</u>	<u>5 231</u>	<u>7,77</u>
Services	<u>164 716</u>	<u>59 725</u>	<u>36,26</u>
craft	<u>137 538</u>	<u>123 332</u>	<u>89,67</u>
Trade	<u>3 039</u>	<u>385</u>	<u>12,67</u>
Peach	<u>784</u>	<u>54</u>	<u>6,89</u>
TOTAL	<u>790 421</u>	<u>49 2919</u>	<u>62,36</u>

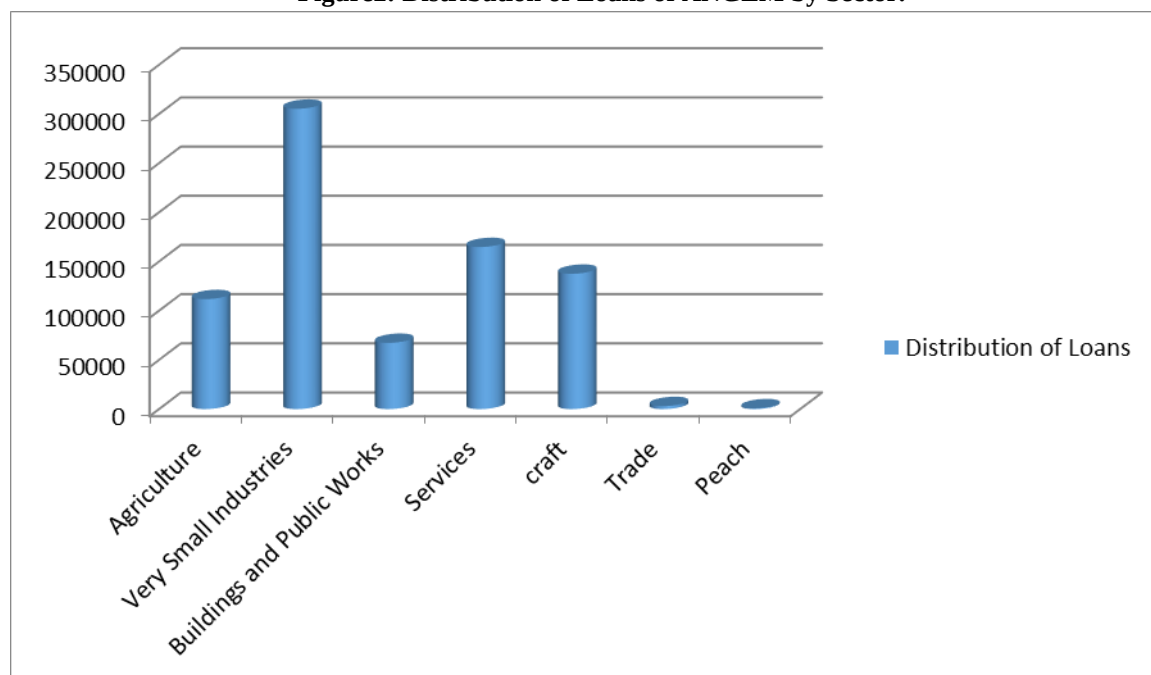
Source: International Labor Organization (ILO), National Assessment of Women's Entrepreneurship Development in Algeria, 1st Edition, 2017,p.36.

The sectors where women are most present at the time of granting credits, Table 7 shows that for women, the majority of the credits granted by ANGEM go to financing projects in the very Small Industries and crafts with over 90% of these credits going to women. On the other hand, in services, the second sector in terms of the number of credits granted, women represent only one third of the beneficiaries. Finally, the sector that ANGEM register the lowest rate of credits granted to women is the Peach sector.

For age, the ANGEM statistics show that almost 70% of the women benefiting from the ANGEM are 40 years old or less when the credit is granted: the youngest ones opt for the ANGEM system(OIT, 2017).

It should also be noted that 50% of the beneficiaries of ANGEM funding have the average level of education (between 6 and 9 years of study) The number of university graduates who are moving towards ANGEM is only 4.08 %(OIT, 2017).

Figure2: Distribution of Loans of ANGEM by Sector.



Source: Authors from report of ILO

4. Sectors that can be developed through women's entrepreneurship

in context of the national evaluating for women entrepreneurship development in Algeria, the international Labor organisation ILO conducted interviews and discussion groups with stakeholders and women entrepreneurs in order to identify the best sectors and field in which emerging enterprises could develop in.

The first determination gives the arrangement, shown in the following table:

Table 6: Arrange sectors that should be targeted by women entrepreneurs in Algeria

Tourism (organized trips, local tourism, accommodation and complementary services etc.)
Crafts (Local crafts: sewing, tapestry, traditional pottery, etc.)
Waste treatment and landfill management (Recycling.)
Personal services (educational services, nursery, personal care, etc.)
Modern Agriculture and Agrifood Industry and "Local Products and Organic Products."

Source : (ILO, 2017, p.11)

4.1 Tourism (organized trips, local tourism, accommodation and complementary services etc.)

For Algeria, tourism is not a choice, it is an accelerator of national growth imperative, because it holds a potential for development still underutilized cultural heritage, history and a panorama of great diversity (mountains, forests , Sahara, Mediterranean coast), not to mention the growing potential of business tourism. Tourism is unlike any other activity; it constitutes a complex assembly of services such as transport, accommodation, leisure; based primarily on human resources, qualities, skills and qualifications. In this sense, it requires a qualification of the human resource, a culture and quality of service delivery to international norms and standards (ILO, 2017, p11).

The Master Plan of Tourist Planning(SDAT2025) adopted by the government in 2008 does not consider tourism to be an activity sector or a branch. It is a youth industry that combines the promotion of tourism and the environment. The aim of (SDAT 2025) is discuss a wide range of regional and local issues, include the various national tourism actors and operators,

investors and promoters, tour operators, tour guides, transport agencies, hotels, restaurants, offices, movements, associations and local authorities.

According (SDAT 2025) through implementing evolving strategy this activity can reflect flows from the "sending country" to the "receiving country" of large investments (US \$ 205 billion between 2008-2015) through the private sector, These investments must also be accompanied by successful management and a vision for 'Distination Algeria' aimed to improving the service quality. By 2025, these changes will contribute to the provision of foreign exchange and the creation of jobs (about 400,000 direct and non- Directly) and will have an impact on other sectors of the national and regional economy. The advantages of Algeria in tourism will only be achieved if there are specific and uniform prerequisites, in particular adapting and expanding the supply of tourism products in accordance with the objectives and taking into account the requirements of sustainable development (ILO, 2017, p12).

Table7: The objectives of (SDAT 2025) in middle term

Year	2007	2015
CONTRIBUTION TO GDP	1.7%	3%
NUMBER OF BEDS	85,000 to requalify	75,000 with 30,000 of high standing
REVENUE	215 millions \$US	1 500-2 000 millions de \$US
JOBS	200 000	400,000 direct and indirect

Source : (ILO, 2017, p12).

The National Plan for Tourism Development (21) selected a project, located in 13 states (10 in the coastal states, 3 in the south), which will increase the reception capacity up to (75000) beds in relation to the size of (2.5) million tourists / (2015), including (30,000) beds for luxury accommodation.

As part of this massive project to Energizing the sector, women-run enterprises can create real opportunities for openness in various value chains, especially in hotels, restaurants, food and beverage industries, allowing international clients (including Algerians in Arab countries, Opportunities for providing services to these customers, as well as diversification and improvement of tourism products and complementary offers (entertainment, luxury, gastronomy, restaurants, etc.) are a source of opportunity for those in the tourism industry who know that offering competitive products in terms of quality and price is imperative to attract and maintain To customers, especially foreigners who are more sensitive to the quality and price of the products offered (ILO, 2017, p.13).

It should also be noted that the progress made over the last decade in terms of improving the standard of living has allowed Algerians with middle and high income to take tours during the holidays, which today represent more than 1.5 million tourists who leave the country only to Tunisia. This is an opportunity for clients who wish to obtain this demand towards neighboring countries through the establishment of competitive offers and the development of different forms of tourism (exploratory tourism, cultural tourism and desert).

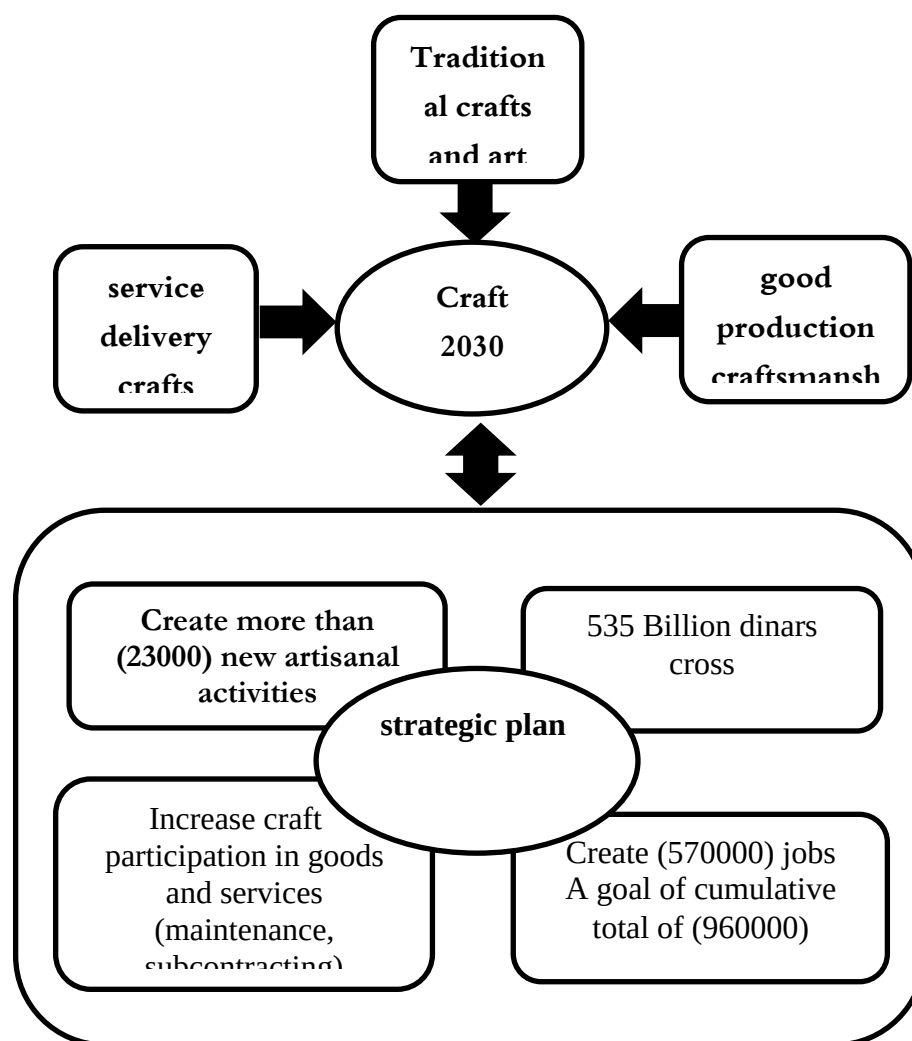
This program will make the tourism sector one of the driving forces of economic growth and social progress. Therefore, a number of managers and professionals should be

trained in all sectors of the business, especially for women entrepreneurs with skills and experience in training and marketing.

4.2 Crafts (Local crafts: sewing, tapestry, traditional pottery, etc.)

The development of the craft sector is one of the priorities of the public authorities given its multiple impacts on the creation of viable businesses and decent and formal jobs. Its promotion will stimulate inclusive local development and help combat informal and illegal activities, especially in border regions. The overall objective of the craft promotion policy as defined in the Craft Development Plan 2020 is to increase the contribution of craft activities in the national economy through the creation of wealth at the level of the territories. but also activities and jobs. This strategy continues the creation by 2020 of 230,000 new craft activities, at least 570,000 new jobs enabling the sector to reach a level of gross sectoral production of about 535 billion AD Other objectives of the Plan are precisely aimed at sector development, export promotion and the promotion of handicrafts. At the institutional level, a project is underway for the updating of nomenclatures and their adaptation to new professions.

Figure3 : Crafts activities according to the official nomenclature Strategic Plan 2020



Source: (ILO, 2017, p14).

These guidelines refer to:

- This sector can provide small enterprises owned by women with many opportunities to invest and achieve their ambitions, according to their talents and specialties.
- Traditional handicraft is a sector that attracts many women, whether they live in urban or rural areas, and it is necessary to make the legal framework of the handicraft more flexible, to be the leaders of women to practice and develop their activities in the formal framework.
- In the field of art there are areas of activity represented by women represented well, including ceramics, pottery, jewelry, silver, high-level sewing, carpets, traditional embroidery.

Some companies could evolve into true providers of a national or global "luxury industry" if investors and project-bearers are willing to take risks and the legal framework for exporting services improves to promote development. craft enterprises that can compete with others in neighboring countries.

4.3 Waste treatment and landfill management (Recycling)

As all countries in the process of industrialization and mass consumption, Algeria has a growing volume of waste, correlated with population growth and consumption growth. The waste management policy is part of the National Environmental Strategy (NES), as well as the National Plan for Environmental Action and Sustainable Development (PNEA-SD). This policy aims to reduce the production of waste and treat this waste. Likewise, it includes the importance of recycling waste through recycling and reuse. These actions have significant economic benefits. Estimatively.

Each year in Algeria, about 23 million tons of solid waste are generated, half of which (11 million tons in 2004) is household and similar waste (DMA) - businesses, hospitals, schools, communities, etc. The daily quantity of DMA generated by each Algerian is 0.8kg / day in urban areas, and 0.5kg / day in rural areas. According to a study by the German Agency for Cooperation GIZ, the annual increase in DMA is 3%. In terms of opportunities, the exploitation of 40% of the quantity of DMA (target set by the Ministry of the Environment for 2016) could generate a turnover of 56 billion DA and create thousands of jobs without count the positive effects on the environment. The National Waste Agency (AND) estimates that about 2.5 million tonnes of industrial waste per year. Half of them are landfilled, some of which are wild and less expensive than incineration or composting. With a waste recycling rate estimated at 10%, it is obvious to say that there is a field in this area to exploit to create value, jobs and especially preserve the environment. Microenterprises (ANSEJ, CNAC, etc.) have embarked on this niche, but this activity (recovery / collection) is not widely developed. In general, plastic waste is the one whose quantities increased the most (+ 30% between 2010 and 2014 according to AND) **(ILO, 2017, p.15).**

Small enterprises (ME) are trying to specialize in this area, and in order to be profitable, it is necessary to provide advanced space and equipment whose prices are very high, and in general. Entrepreneurs find themselves limited to trying to get equipment with poor capacity (02t / j) (02) tons per day is recycled only. And sometimes by the non-availability of waste Recycled plastic waste is recycled which cost higher than the original materials (non-recycled or imported)

This proposal includes ideas for developing projects with local communities to create specialized institutions in the field of waste treatment and recycling, thus achieving a level of hygiene, which is considered attractive and active tourism, in addition to the revitalization of handicrafts (users of recycled products). These are all opportunities that women entrepreneurs can exploit when they think about setting up their own project.

4.4 Personal services (educational services, nursery, personal care, etc.)

Area reserved for the public sector until 1989, peri-school and extra-curricular activities "crèches and day-care centers" are a service that consists in taking care, during working days, of children between 18 months and 5 years old, admission age in preschool (kindergarten) which is part of the education system.

The increase in the female and occupied labor force (nearly 17% in 2016) is consistent with this demand. As soon as this activity was accepted in the nomenclature of the activities pertaining to the commercial register, their number multiplied in particular, in the large and medium-sized cities. Also because many nurseries and day care centers of public enterprises were closed due to the suppression of social works considered as a factor of deficit . These entities are generally female-led and employ female staff, such as women's employment sectors such as national education and the health sector. As a regulated activity, their creation is subject to conditions (diplomas of the manager and staff, adequate space meeting safety standards, etc.) and a control of the specialized services of the state. The general opinion is that this area, whose social utility is indisputable, will increase because of the increasing participation of women in working life, that they will need more and more clarity , coaching and continuously qualify the staff who practice there. While this offer of provision favors the entry of women into working life, on the other hand, their absence is an obstacle to the exercise of an activity, especially for those with children under 15 years of age (ILO, 2017, p.15).

In order to adapt it to the requirements of the application and to the specificities of this "service" given its societal implications, it is urgent to clarify the legal framework for carrying out this activity, which should be the subject of a partnership between the State (represented by the Central Administration in charge of the family and the status of women) and private initiatives, especially those led by women. There are also many women caring for young children or not yet in school, receiving these children in their own homes. These are informal activities, not reported to the authorities and whose revenues are not reported. These activities have always existed and tend to grow. If the imperative of regulating them²¹ is indisputable, it must be done in such a way as not to hinder the social and economic evolutions of society, and to allow the potential supply to express itself in a formal framework, to the to adapt to the social and cultural conditions of society, especially urban society. Large employers (public institutions and large private companies) should be interested in this as part of a CSR approach (like some leader in telecoms) (corporate social responsibility), and could join with the voluntary sector to propose a flexible but transparent framework for organizing this type of service, to avoid it in the informal sector. To achieve this, it is necessary to develop business projects based on innovative and serious concepts, adapted to the different segments of applications including the continuous training of staff who offers the services (nursery and "babysitting") in his own home or at the parents'. Women entrepreneurs will find many opportunities in this sector, including partnerships

with institutions and companies that employ a large workforce and wish (for those who have this service in the context of social services) to outsource it. Similarly, it is possible to envisage a provision of services targeting populations with physical, mental, cognitive specificities requiring specialization of staff (children with autism whose prevalence is 1/65 births in 2015). Finally, in this area, we suggest exploring the possibilities of using organizational methods inspired by the social and solidarity economy to promote companies of this nature. This is certainly a big project, but potentially, this form of economy can quickly reduce informal practices in this sector and allow regulation of these activities.

4.5 Modern Agriculture and Agrifood Industry and "Local Products and Organic Products."

Algeria has vast productive agricultural areas and important water resources. The share of agriculture in the creation of national wealth is around 10% 22) with annual variations due to climatic conditions. National agricultural production is \$ 30 billion. This significant volume is attributed to the efforts made by all the sectors of the sector, which contributed, between 2000 and 2014, to an average growth of around 6% to 7%, which is greater than the overall growth rates of the economy (between 3 and 4% for the period). But the domestic production is far from satisfying the demand, hence a resort to importation. It should be noted that 60% of the Algerian food intake consists of cereal-based products (durum wheat and soft wheat, barley). The global bill for agricultural imports is around US \$ 9 billion in 2015, including US \$ 2 billion for cereals, and has grown steadily in recent years. The FELAHA 2019 Action plan was developed at the initiative of the Ministry of Agriculture, in line with the Agricultural Development Plan (NADP) to respond to the challenge posed by food security with a new growth model. In particular, this plan sets as objectives:

- Average agricultural growth of 5%;
- The reduction of agricultural exports;
- The creation of at least 1.5 million jobs.

The modernization of agriculture aims to achieve other goals, including that agriculture is more attractive to young graduates who want innovative investments. This will reduce the imports of grain, seeds, pulses and others.

Agricultural production of domestic products considered in the context of sustainable agriculture should be encouraged. With regard to women active in this sector, the figures of the Office of National Statistics (ONS) indicate that only 2.7% of women tend to work in this sector, and the Algerian Government is trying to continue its commitment to support rural women and involve them in various agricultural projects.

Conclusion

The dominance of the hydrocarbon sector in the Algerian economy, together with the poor business environment, has stymied the development of entrepreneurship. Despite the various programs launched by the Algerian government to develop entrepreneurship, the orientation of women's towards entrepreneurship still modest. This is due to many reasons, including the culture of society, which still prevents women from playing roles that previously belonged to men, lack of support from the family and society, Taking into account what has been theoretically presented in this research, we can conclude that:

- Despite the establishment of several support agencies and the adoption of laws and legislation to assist in the implementation of these measures, but the extent of the benefit of Algerian women remains very small;
- Algerian women tend to free activities and activities related to traditional industries and crafts;
- The reluctance of Algerian women on agricultural projects, construction and transport, and this is due to the nature of women to the privacy of society and customs and traditions that alienate women from resorting to these activities;
- There is a possibility to strengthen and expand women's entrepreneurship projects, which can be achieved through using of different economic development policies to develop the industrial sector, agricultural and service.
- Pioneering projects are a promising mechanism for reducing poverty, inequality, environmental degradation and even social problems through its contribution to wealth creation and through its contribution to providing broad opportunities for individuals or groups to use their abilities and highlight their potential talents and creative ideas.
- Governments must adopt woman's empowerment and employ her new entrepreneurial skills and ideas to strengthen the national economy.
- The guiding women business leaders in Algeria to high value added sectors especially the sectors Tourism, crafts, recycling, personal services and modern Agriculture and agrifood industry is an important means of achieving sustainable development.

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