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## DIRECTING THE CREATIVE ABILITIES OF WOMEN AND MOTIVATING THEM TO SET UP SMALL, REALISTIC PROJECTS

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### **Abstract**

*The International Labour Organization announced that one out of every four women has an economic activity, and this will not achieve the ambitious increase in this activity, as the goal to achieve sustainable development 2030 AD is to increase the rate of gross domestic product growth to 7%, and the regional director of the International Labour Organization office in Cairo explained Egyptian women are underrepresented in the labour market, as the percentage of their participation in the workforce is 22.8% according to recent statistics in Egypt.*

*Therefore, cooperation has taken place between the Federation of Egyptian Industries and the International Labour Organization to establish a unit to support businesswomen by providing the technical support and expertise necessary to establish and manage this unit This unit aims to design and implement training programs aimed at building capacity, raising awareness, and improving the economic and professional performance of women in business.*

*The problem comes that what has been prepared for and implementing programs for a group of businesswomen who have projects to raise and support these projects. It is not for the woman with the talent and creativity behind the walls of her home and she does not know how to start activating this creative energy and transforming it into a realistic small project that makes her a business master that benefits her country It expresses itself and translates the creativity fuelled within it into a tangible reality*

### **Keywords**

**CREATIVE ABILITIES- WOMEN- SMALL PROJECTS - REALISTIC PROJECTS.**

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### **Introduction**

The International Labour Organization announced that one out of every four women has an economic activity, and this will not achieve the ambitious increase in this activity, as the goal to achieve sustainable development 2030 AD is to increase the rate of gross domestic product growth to 7%, and the regional director of the International Labour Organization office in Cairo explained Egyptian women are underrepresented in the labour market, as the percentage of their participation in the workforce is 22.8% according to recent statistics in Egypt.

Therefore, cooperation has taken place between the Federation of Egyptian Industries and the International Labour Organization to establish a unit to support businesswomen by providing the technical support and expertise necessary to establish and manage this unit This unit aims to design and implement training programs aimed at building capacity, raising awareness, and improving the economic and professional performance of women in business.

The problem comes that what has been prepared for and implementing programs for a group of businesswomen who have projects to raise and support these projects. It is not for the woman with the talent and creativity behind the walls of her home and she does not know how to start activating this creative energy and transforming it into a realistic small project that makes her a business master that benefits her country It expresses itself and translates the creativity fuelled within it into a tangible reality

From here comes the importance of the research, as it deals with women who did not make a realistic manufacture before and did not think of using their creative capabilities to produce a product that would serve as a nucleus for an economic project in terms of stimulating these creative capabilities and translating them into an organized thought and a tangible product within the framework of a small project that raises the standard of living for the Egyptian family. To the country's economy and work to develop local production.

The research aims to direct the creative energies of the Egyptian woman, which she did not use in a realistic and effective manner, to produce an economic product that adds to her family life in particular and then

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to her larger community, as well as to motivate her to establish a small project that produces a product commensurate with her creativity and abilities, and through this research a set of results was reached, the most important of which are the Follows:

An analytical vision has been prepared about women who have inactive creative energies and do not know how to transform them into reality through a tangible product.

- Applying a set of goals to these women through workshops to discover the creativity inherent in them stimulating creative abilities in a scientific,
- systematic way through specialized workshops, both in their fields, to produce a realistic product suitable for setting up a small project
- Transforming creative thought into reality in order for us to transform creative thought into reality, we must do the following:
  - 1) Be confident in yourself: that one of the most important things that will help you turn your thoughts into reality is self-confidence, so no person can start starting his work if he is not fully confident in himself, and he has a deep belief in his ability to do these actions and vice versa He will not carry out his work with a conviction that enables him to persuade others, and this self-confidence must not be less than 100%. On the contrary, the balance of his ability to do the act will be short of doing it, and many people made mistakes and could not succeed in their projects due to their feeling that they were less able to bear the burdens. That they will do for the success of ideas, this weakness will inevitably lead to failure.
  - 2) Choose for yourself the role model and mentor: in order to be able to succeed in your project, you have to believe that you are not the only one who has the question and answer, even if you yourself are the owner of this idea, there are many who were able to realize their ideas from those who preceded you, and they are people you can take as an example and advise you, even You proceed in your project to success and to practical and applied reality, thanks to the wisdom of others and their insightful vision, you may be able to achieve the dream that you see as impossible, and this wisdom and advice may be your tools to shorten many ways and methods that seem distant, and it can be inferred what was said by Reg Malcumb, who is the CEO and founder For Riggle Art Production Company, who said: If you want to succeed in your business, listen to everyone around you, because you do not know where the good idea will come from.
  - 3) Take a risk and take a risk: Make risking your companion at work in a lot of work, especially when starting it, the owner of the idea and the project must proceed with it as planned, in a coordinated, automatic and natural manner, but in the event that matters become outside the desired range, or the plan The decree, he must start working within a certain framework far from safety, but with acceptable caution, as the person who avoids venturing in his projects, and always adheres to the safety side, will not be able to go further than what is planned, and sometimes he will not reach it, so the opportunities are golden and It is only picked up by adventurers and those who think with an open mind that can grasp the idea and go away with it
  - 4) Possessing patience and logic: to possess infinite patience and the ability to relate steps and points between each other. Those who wish to pursue their projects must possess a tremendous capacity for patience, so that they can harvest the results of the actions and projects they undertake, it is necessary to realize that they will not He can achieve his goals overnight, as many obstacles and difficulties may block his way that give him a feeling of frustration at times, so patience will be his key and realizing that it takes perseverance to work until he reaches what he wants, with the need to maintain faith in the possibility of reaching and achieving all of this. He must be consistent with his ability to connect points between each other and the next steps, for these points and steps, if he connects them, may lead him to bigger ideas and greater projects, and thus he has access through this mentality to the fruits of his work, in a manner that he did not fail and did not expect its size.
  - 5) Follow-up and not giving up: Enjoy the desire to continue and strive, so that you can reach what you desire and your goals, so you have to enjoy perseverance, great effort, pursuit and untiring patience. That is enough, this matter also needs to satisfy this desire with passion and love, so if a person does not like his work, he will not be able to do it with the required efficiency that can achieve his dreams and projects for which he planted his ideas
  - 6) Focusing on building momentum: that is, the person who wants to turn his idea into reality must first study his sources and build a network of relationships and contacts in order to achieve it and turn it into a tangible reality, and this matter requires focusing on the original plan, and neutralizing all harassment that may affect this the person is in pursuit of his dream, while at the same time dividing resources and disposing of them in the best way.
  - 7) Always striving to transform an idea into a better idea: It is very important not to build the conviction that this is better, or that the idea is very ideal, it is important to know and know that any idea can always turn into a better idea by linking the points and steps each with Some of them, as well as by seeing the many mentors around him, listening to their advice, taking advantage of it and applying it to his project.

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- 8) Work to build balance at work: the balance between abundant effort, momentum, and emotion and passion must remain in the idea, for the lack of this balance may cause fatigue on one side at the expense of another, so this person must know how to balance his affairs and their ramifications until He reaches the point where he can always feel fit, not tired, and energetic to work on his project in a larger and comprehensive manner, it is important for a person to understand that working within his project is like a marathon and not a speed race, he has to know how to balance and distribute his energy along the project and up to the finish line.
- 9) Building the ideal image and aura around the project: After succeeding in working on converting the idea into a project, this person must start working to make this idea present and live in the thought of others and in front of them, meaning that this work remains successful for as long as possible, not to end once it is achieved.

### **How to Start a Small and Successful Business?**

1. Choosing the field in which you would like to start a private business with great care, choose the field in which you have some experience, you cannot start your own business in a field that you are not good at all, so take care to bring your experiences that you gained from the job to your own business so that you get A good chance for success, look at the following examples to see what kind of work you could do based on your job experiences as a technical employee in a technology company:
  - You can open a store that sells technical products, maintains devices, or provides services and technical advice to customers.
  - A lawyer or a company legal officer: You can start opening your law firm from scratch.
  - Customer Service Officer: You can start the activity of providing customer services to some companies that need this type of employee.
  - Teacher or academic or educational position): You can open your own educational center and start bringing in teachers and lecturers and gradually expand.
  - A worker in the medical services sector: You can open a medical facility or a small clinic that will grow with time, but you must make sure that the law allows you to do so.
  - A worker in a factory: You can use the manual skills that you learned in the factory to start building your own production line, you will need some equipment and devices of course at the beginning of course.
2. Do not let finance stand as a stumbling block in your way. Do not let financing stand in your way. Many who are about to open a private business think that they cannot do the work without sufficient funding at the beginning, this is not right, you can start your own business with sums Very small in the beginning, and then through the profits that you achieve, you can expand little by little, this method of creating a business gives you greater motivation to work and succeed, and it also protects you from the risk of losing your first investment, if opening a private business needs some financing at the beginning, you can That you think about obtaining a small loan from a bank or institution that provides financing for private projects, it is possible to pay off the loan later from the profits, but you have to pay attention to some things -:  
Announcements - At the beginning of any private business project, you must make the loan value less It is possible, in fact, that you should only use the loan when you find that your project cannot continue without obtaining financing, you have to make sure that the loan that you are requesting you really need it, remember that the loan must be paid off, in addition to the interest of course, so the less The size of the loan becomes the repayment process This is more easy, and the smaller the benefits that will result from it as well. Check the terms of the loan well, know the payment dates and make sure that you are able to pay the loan before its due dates. Make sure to set a backup period in order to be able to avoid delay in payment if you are presented with any urgent matter. Make sure that your project is able to generate profits in a timely manner, because you will have an obligation to pay the loan payments that you requested from these profits, if you are not sure of your ability to pay in time, then the loan idea may not be good for you. Do a feasibility study for the project that you are planning to establish. The feasibility study gives you a good idea about your project, and alerts you to the things that you should pay attention to, and also measures the feasibility of your project and the possibility of its success or not, you must do this study in a correct scientific manner, so that you can to produce appropriate results that you can use in deciding whether to continue or cancel the project.
3. Present what you offer in a different way than what others do in any private business project Try to provide the service or product you are working on in a different way from what others do, people need someone to convince them to buy new products in a different way, you must be distinguished from others With something, and you must focus on this thing in advertising campaigns, see the following ideas, for example, to know how it is done in a fast food restaurant. It is possible to focus on the idea that your restaurant offers

healthy meals compared to other restaurants, or that you provide meals with a new flavor that customers are not used to. In other restaurants, you can also focus on speed in service, or cleanliness, or the large number of branches, or delivery services, or other ideas that must be distinguished in one of them in order to compete with others, a cell phone shop you can focus on an idea Bringing the latest phones as soon as they are released, cheap prices, after-sales services, or the store's activity in customizing customers' devices.

4. Take care of your project and spend a lot of effort in it in any private business project. You must pay attention to your project, and spend a lot of effort in it in order to be distinguished over others who provide the same services that you provide, make sure that you can succeed in the project if you give it some attention, Many people create projects, but they quickly lose their enthusiasm and interest after a short period of time, and thus the project is wasted and the time and material cost goes unheeded, you must express the success of your project as your main goal in its beginning period.
5. Do not hurry profits in the beginning Do not hurry profits, profits do not come easily, and you cannot expect a lot of profits at the beginning of any private business because you are not famous and people do not know you yet, you must persevere and do not let profits delay affect your loyalty to the project, profits will come Gradually later.
6. Advertisements are indispensable to open new horizons for your project. Pay attention to advertisements. In today's world, advertisements are the first way to attract people's attention to what you do in any private business. The world is no longer a small village in which you can succeed once others see you have opened a new store. For people everywhere to know about you, and you must search for new customers not only in the area in which you live, but rather you have to expand the circle of your potential customers to include a very large circle so that you can take advantage of every possible opportunity to increase your sales.
7. Pay attention to modern technology in your project. Modern technology has become a lot of help for people who are thinking of opening a private business. You can be very distinguished from others by using different types of technology to help you complete your work and better serve your customers. Here are some examples of Using technology in special projects: creating a website for the facility or the work you do. Create mobile applications for your customers to use. Use computers to manage your activity more accurately, better and faster.
8. Use customer relationship management (CRM) systems to organize your sales operations. As we have seen, you should pay attention to a few things before you start a private business. First, you have to choose the appropriate field for your project, preferably a field in which you excel and master it, then you should not let the funding stand as a stumbling block in the way of your project, and also you should search for an introduction Your products are different from what others do, and also you have to put a lot of effort into your project, and you also have to not neglect the ads in your project, and also you should not expect the abundant profits at the beginning, but rather you must be patient and slow and wait for the profits in a timely manner, also not You must neglect technology in managing and developing your project. Finally, stop the project if there are clear indications of its failure and that it is not destined to succeed or continue, although it is a decision that may be difficult for you after the great effort that you put into your project, but it may be the appropriate decision in many Of the cases, a small loss is better than a large loss, you can search for another project at a later stage, but you have to know the point at which you should stop and not continue at it, so knowing when you should stop is no less important than knowing when you should continue.

### **Results**

- A vision has been prepared to transform the creative thought into a reality for women who have inactive creative energies.
- Applying a set of goals to these women through workshops to discover the creativity within them.
- Stimulating creative capabilities in a scientific, systematic way through specialized workshops, each in its field, to produce a realistic product suitable for setting up a small project.

### **Recommendations**

Through the research, the researcher recommends the following:

1. Clarify the importance of the role of motivation and encouragement for a non-working woman and to show the creative energies within her.
2. Increasing awareness of the importance of small and medium enterprises and clarifying their role in economic development.

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3. Providing loans and necessary support to finance working capital, developing equipment and capital assets, expanding existing projects, or financing new entrepreneurial ideas for the sake of developing small economic and social projects.
4. Encouraging banks to finance small projects at low interest rates, by granting them financial privileges such as tax exemptions on the profits made from the financing activities of these projects.
5. Training of small business owners on modern project management systems.
6. Publishing a periodical concerned with shedding light on successful experiences in small projects, and guiding young people on how to choose their small projects.
7. Organizing specialized exhibitions for promoting and marketing the products of small enterprises and disseminating the necessary marketing information to help them market their products inside and outside Egypt.
8. The necessity of working on early detection of obstacles to the success of small projects, and overcoming these obstacles and obstacles.
9. Establishing project incubators to support the initiators of the owners of new projects and those who lack the financial and administrative resources to establish their projects.

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