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## Textile education for women in Adana

ADANA  
Ihlas News Agency

Adana's National Education Directorate will help uneducated women who migrated from eastern and southeastern Turkey by opening a course that will teach them how to operate garment-producing machines.

The directorate initially will teach 40 women under the Social Development Financial Support Program, it said. The project, which will ensure that the women find jobs in the ready-to-wear clothing industry, will start by Aug. 10.

The National Education Ministry organized the project, and the course will be held with a budget of 108,000 Turkish Liras, said teacher Savaş Özkan, the coordinator of the project. Özkan said that studies for the project started July 3 and that 40 women were selected for the course. The selected women will take eight months or 410 hours of vocational education during the course.

"They are asking us, 'Why women?' because obviously women live with disadvantages in this society. Especially uneducated women who migrated to Adana from eastern and southeastern Anatolia will participate in this course. We will teach them how to sew pants, shirts and skirts," said Özkan.

He noted that the 40 trainees were selected from among continuously unemployed women in the Adana region who did not have primary education. About 15 percent of the selected women are handicapped. The trainees will have their lessons in the Seyhan Metal Works Vocational Education Center.

"We will raise workers for the needs of the ready-to-wear clothing industry. We will help handicapped and isolated people join the workforce," Özkan said. "At the end of the project we aim to ensure that all our 40 trainees find a job."



HELPING HAND: Small- and medium-sized enterprises are the backbones of the Turkish economy, but the support they receive from the government is still low, compared to international standards.

## Agencies support firms

ANKARA  
Referans

Turkey has added 16 new development agencies nationwide to speed up regional development, launch and support socio-economic development initiatives in every region, and increase regional contribution to national development and competitive power, raising the total figure to 26.

These agencies, opened two weeks ago, aim to provide locally accessible innovative financing tools, particularly to small- and medium-sized enterprises, or SMEs.

A certain amount of resources is allocated for development agencies each year from the central budget. A portion of the general budget will be allocated for the 16 new development agencies for both 2009 and 2010. Each agency will receive budget contributions from their region's chambers of industry and trade as well as from municipalities and special provincial administrations. When all of the agencies complete their corporate development and become fully operational, the resources available

Turkey's small- and medium-sized enterprises, or SMEs, are hopeful as the number of government-backed development agencies rises to 26 throughout the nation. The agencies, which aim to help small firms access innovative financing tools, are expected to benefit from a resource of about 1 billion Turkish Liras

will reach 1 billion Turkish Liras.

The activities to found development agencies started with a law passed in 2006. The ones in İzmir and Çukurova started operating in 2006, but their operations were suspended for about a year and a half because of lawsuits filed with the Council of State and the Constitutional Court. Following the suits' positive results, the development agencies regained pace in mid-2008.

### Agencies sprouting up

When the Southeastern Anatolia Project, or GAP, Action Plan, was relaunched, eight more agencies, including three in the GAP region, were established at the beginning of this year. As part of the preliminary regional development plans prepared at the end of 2008, the İzmir Development Agency and the Çukurova Development Agency, which covers the cities of Adana and Mersin, started to accept projects.

During the evaluation, which was completed a few weeks ago, it was decided that 260 out of around 1,100 projects from different segments, including SMEs, nongovernmental organizations, municipalities, local administrations, cooperatives and universities, would be given 46 million liras in grant.

Among the applications to the İzmir Development Agency, 98 SMEs reportedly will benefit from support in various amounts. The supported projects include investments such as a project to increase capacity, a hand cleaner with pumice project, a water pumping windmill development project, a modern bread factory and tailor-made shoe production.

The Çukurova Development Agency, meanwhile, has decided to financially support 50 SME projects, including milk cooling center installation, a solar au-

tomation project and an environmentally friendly galvanic submersion facility. The support ranges between 20,000 to 400,000 liras.

Speaking at a meeting in June, Veysel Parlak, secretary-general of the Çukurova Development Agency, said the agency provides up to 40 percent of project costs in grants.

The budget for economic, social and rural support projects will total 16.673 million liras, Parlak said. Together with the contribution of project owners, the total resources in the region will reach 41 million liras.

Job opportunities for 1,200 people have emerged in the Çukurova region, said Parlak, adding that when all of the agencies become operational, the figure may reach 54,000. State-owned Halkbank also offered loans to the project owners who won grants from the agency.



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## Savor the success, speed past failure

Entrepreneurs who succeeded in previous ventures have a 30 percent chance of succeeding in the next venture. First-time entrepreneurs have only an 18 percent chance of succeeding and entrepreneurs who previously failed have a 20 percent chance of success

I love the copious amounts of research and writing that come out of Harvard University. Whatever kind of information you are looking for, you can bet someone at Harvard has already studied the subject. All universities should expect such a prolific amount of publication activity from themselves. Being more research-oriented would certainly benefit universities in Turkey, more so than adding another me-too MBA program.

One report from Harvard's Entrepreneurial Management Unit looks into the interesting question: Are successful entrepreneurs more likely to succeed in their next ventures than first-time entrepreneurs and entrepreneurs who previously failed?

The answer, according to the report, is yes.

The study finds entrepreneurs who succeeded in their previous ventures have a 30 percent chance of succeeding in their next venture. By contrast, first-time entrepreneurs have only an 18 percent chance of succeeding and entrepreneurs who previously failed have a 20 percent chance of succeeding.

Another study from the Massachusetts Institute of Technology agrees that serially-successful entrepreneurs are more likely to succeed in future ventures. Their research shows past entrepreneurial success increases the likelihood of future success when measured by company revenues. While luck might play a role in success, it seems that there is a skill to entrepreneurship, too.

Researchers attribute success in subsequent ventures to several factors, including the fact that investors prefer to put their capital in the hands of people they can depend on, and so once an entrepreneur has a good track record, it becomes relatively easier to get funding again.

They've also found that industry experience increases the likelihood of success - many former employees of Fortune 500 companies got their ideas for their new startups while working for their previous employers.

On the one hand, these reports tell us that if you've succeeded in the past, you are more likely to succeed in the future. It might make heading out on your own for the first time as an inexperienced entrepreneur seem even more daunting. But actually, if you look at this data from a different angle, it throws an entirely different light on the value of experience in entrepreneurship.

What is that different light? Well, the flip side of a statistic like "30 percent of previously successful entrepreneurs succeed the next time around" is, "70 percent of previously successful entrepreneurs fail the next time around."

So don't worry too much about failure. If 70 percent of even the best entrepreneurs fail at subsequent ventures, maybe failure isn't something to take so personally. In the past, when you read motivational quotes in papers and magazines, you got excited and forwarded them to your friends, but then you went back to what you were doing before.

Instead, now go one step further and put that advice into action, even if it might not work the first time you try it. Failure is just part of the game. Fail early, fail quickly, get it out of the way and move on. But that doesn't mean you should be cavalier about your entrepreneurial leap. Remember that you know yourself better than anyone. If you think you lack some essential business skills, invest in some training for yourself before setting out on what will most likely be a rough road. According to the U.S. Small Business Administration, 50 percent of small businesses fail in the first five years, and the top three causes of the failure are lack of experience, insufficient capital, and poor location.

Once you've got that basic understanding of the ins and outs of business, just go for it, and be prepared for failure. Be on the alert so if it comes your way, you can recognize it early, fail quickly, cut your losses, and move on.

There is no short cut. Even the successful ones fail often, they just learn how to recognize it quickly, so they can speed through it and spend more time enjoying the scenic drive through the successful parts of the journey.



TRAINING: A certification program run by two prominent organizations aims to help businesspeople grasp the culture of entrepreneurship.

## Organizations train new entrepreneurs

ISTANBUL  
Anatolia News Agency

The application period has begun for a certification program organized jointly by two Turkish associations in order to develop entrepreneurship in the country.

Launched with the cooperation of the Young Executives and Businessmen's Association, or GYIAD, and the Small and Medium-Sized Industry Development Organization, or KOSGEB, the program aims to expand the culture of entrepreneurship and support people in launching their own ventures.

A commission consisting of authorities from GYIAD and KOSGEB will evaluate the applications of prospective or professional businesspeople, according to the statement.

The program, now in its fourth year, will give priority to projects that

can attract domestic and international firms and work with new technologies that have never been applied in Turkey. In order to obtain a KOSGEB loan, the projects should have a focus on research and development and create employment opportunities.

Entrepreneurship applicants are trained within the framework of the education program provided by the Istanbul offices of GYIAD and KOSGEB. Entrepreneurship, business plans, financial analysis, budgeting, cash management, business development, staff management, launching a business, project development, business administration, and related constitutional and fiscal laws are some of the topics that will be covered. Participants who successfully complete the program will be awarded with a "First Step in Entrepreneurship" certificate.



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