

**LOST AND FOUND: OUR FEMALE GRADUATES IS NOW MUMPRENEURS!!!**

MASRUL HAYATI KAMARULZAMAN  
NURAIN FARAHANA ZAINAL ABIDIN  
DR. ASMA' RASHIDAH IDRIS  
ZULIANA ZOOKKEFLI

FAKULTI PENGURUSAN DAN PERNIAGAAN, UiTM CAWANGAN NEGERI SEMBILAN, KAMPUS REMBAU

Mumpreneur!! What is Mumpreneur?? Mumpreneur is a term which combines the words motherhood and entrepreneurship. Women was motivated to build and develop their own micro businesses in order to fulfill their self-confidence, self-sufficiency and as well as to help their spouse by increasing the income of their families. In Malaysia, phenomenon of Mumpreneurs was because of many women left the workforce after they got married and have children. It has been reported that the numbers of working women was high before they are married and owns a child and the number of working women have been decreasing after they are married and owns a child (Ministry of Women, Family and Community Development, (2016). This situation is harmful to our economic development because based on the statistic of University enrollment shows that women gross enrolment ratio in tertiary education (certificate, diploma and degree) increased nearly 20% between 2000 and 2009 and where at 2010, the enrolment of females in public tertiary institutions was at 60.1 percent (MWFC, 2014).

Based on this condition, there was an issue about the “disappearance” of large proportion of female graduates from the labor force and business activities. The key question is where are our female graduates who have been ‘missing’ from the labor force? Thus, it has cause the risen of “mumpreneurs” phenomenon not only in Malaysia but also throughout the world. In Malaysia, this

subgroup has not been recognized by the government because normally this subgroup of mumpreneurs only establish themselves to run their micro businesses from home. They are involved in the online businesses through the social medias or other online business platforms such as Shoppee and Lazada. Basically, these mumpreneurs do not register their micro businesses with the Companies Commission of Malaysia (CCM).

In order to ensure this subgroup of mumpreneurs are not left behind continuously, the government or any women association especially MWFCD needs to strategize a proper plan of national policies and programs for women entrepreneurship development especially on this special subgroup of mumpreneurs. For example; MWFCD might create a special unit or department of mumpreneurs to conduct survey to collect data about these “missing” female graduates whom now have become a mumpreneurs. Government can provide special programs and incentives for the mumpreneurs in order to ensure they can expand and sustain their businesses in the future.

Additionally, MWFCD can also attract them to register their unregistered micro business voluntarily with MWFCD in order to receive various training program and consultation services. With the existence of this special unit of mumpreneurs, it can also encourage mumpreneurs to become more confident, creative and able to achieve success in their businesses. The support is crucial to the mumpreneurs because most of the mumpreneurs do not have enough capital and entrepreneurial skills to expand their micro businesses. In conclusion, these “missing” female graduates from the active workforce need the full support from the government and related agencies in order to expand their micro businesses and thus increase their family’s income while taking care of their young children.