

# Projects and policies of cities to tackle the effects of the economic crisis on the employment of women

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## About Indjija

The municipality of Indjija is situated in Srem, on the southern slopes of Fruska Gora. On an area of 384 square kilometers Municipality Indjija has 52,750 residents and a population density of 130/m<sup>2</sup>. It has a very diverse population comprised of Serbs, Croats, Hungarians, Slovaks, Ukrainians, Roma, Macedonians, Rusins, Russians, Bosnians, Bulgarians, Czechs and others.

There are 11 settlements in municipality : Indjija , Beska , Novi Slankamen , Novi Karlovci , Krčedin , Čortanovci Maradik Ljukovo , Stari Slankamen , Jarkovci and Slankamenački Vineyards .

As it is located halfway between Belgrade and Novi Sad, at the crossroad of important European corridors - E-75 highway and the river Danube , its tourist - geographical position is very favorable .

The municipality's relief is characterized by slopes of Fruska Gora Mountain in the north part and fertile plain in the south part of the territory. The region has a moderate continental climate. The coldest month is January with average temperature of -1°C, and the warmest are July and August with average temperature of 22°C.

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In early 2008 the magazine " Financial Times" has awarded the municipality of Indjija and ranked among the top 25 European destinations for foreign investment.

The contest " European Cities and Regions of the Future" which traditionally announces the magazine " FDI Intelligence ," part of the Financial Times that analyzes the markets and provides valuable information to those who promote their location , seek new business location or analyze trends, Indjija in early March 2012 was declared the second best destination in Europe when it comes to cost-effectiveness of investment.

Municipality of Indjija won the first prize for the most transparent local administration in 2013 th awarded by The European Movement within the project "Good Government." Among 48 local administrations Indjija won the most points, and the award which is the equivalent of one given by The Council of Europe.

## Economy

Indjija municipality is one of the most developed municipalities in Serbia and its leading economic branches are agriculture, industry, trade and tourism. Indjija is also one of the most successful cities in Serbia when it comes to attracting investments. The main factors of economic development of Indjija, aside from agriculture, are industry and micro businesses.

In order to provide space for industrial and micro business development, Indjija's General Urban Development Plan envisages two city development zones to northeast and southeast of the town of Indjija. Forming industrial zones has enabled the construction of new capacities and the possibility of permanent relocation of all production capacities from the central and residential part of the settlement, which is primarily reflected in the quality of the environment in the town and the quality of work and production conditions.

The biggest foreign investors in Indjija are Henkel, Thyssenkroupp, Grundfos, Terraproduction, Metal Cinkara, Energozelena, IGB Automotive, Embassy Group, Fashion Park Outlet centre, Izoterm Plama, Gombit, Tehnoeksport, Martini Construction, Farmina pet foods, Invej, Tradeunique, Gas-teh and many others.

Around half a billion euros of FDI have been invested in the Municipality of Indjija, which is the highest percentage of direct investments per capita in the country, earning Indjija the title of the best municipality anywhere in Serbia.

The main carrier of the development of the economy of Indjija, with agriculture, is the industry, which is dominated by small and medium-sized enterprises and a large number of shops. In order to ensure the decorated space for the development of industry and entrepreneurship, the master plan of Indjija are determined by two urban sites - areas in the northeastern and southeastern part of Indjija.

In the transition process, the economy of Indjija has significantly changed the structure of business entities to the activities, and the number and size of companies. Traditional activities, which were the bearers of economic activities in the period until 2000, are practically ceased to exist (textile industry, leather processing, furniture production, the production profile of the tires, etc.) or have survived only in the field of entrepreneurial economy.

The new, strong investment cycle in Indjija opened factories, mainly by foreign investors, in new sectors, such as cigarette manufacturing, production of parts for the automotive industry, meat processing, production of equipment for the use of liquefied petroleum gas, battery recycling, the production of entirely new material for the construction industry, new service activities, as well as the construction of facilities in the field of trade - shopping and business centers of a new type with contents that significantly improve the living conditions of all citizens of the municipality of Indjija.

The economy of the municipality of Indjija, today is dominated by small and medium-sized enterprises (according to the classification National Bank of Serbia), which are much more flexible to the challenges of the market economy.

In Indjija, according to the report Agency for Business Registers operates 2,232 active business entities, of which 1,592 are active entrepreneurial actions and 640 active companies. The traditional characteristics of the economy of Indjija developed entrepreneurial initiative, which is fully committed to adapt to the changed economic structure and new standards and requirements of the market, both in the municipality of Indjija, and the Republic of Serbia. Special new form of organized exercise activity, are the farms, which are kept in the farm registry at the Ministry of Agriculture, Forestry and Water Management. The total number of registered farms in Indjija is 2,294, of which 1,500 are active.

In addition to traditional agricultural production, which has dominated the field of agriculture, there is a trend in the development of other branches of agricultural production as a result of significant rate subsidies and favorable credit lines aimed at the development of this area. Particularly significant investments in the purchase of new modern machinery, planting of new orchards and vineyards, greenhouses, as well as storage capacity and storage of fruits and vegetables.

## (Un)Employment of women

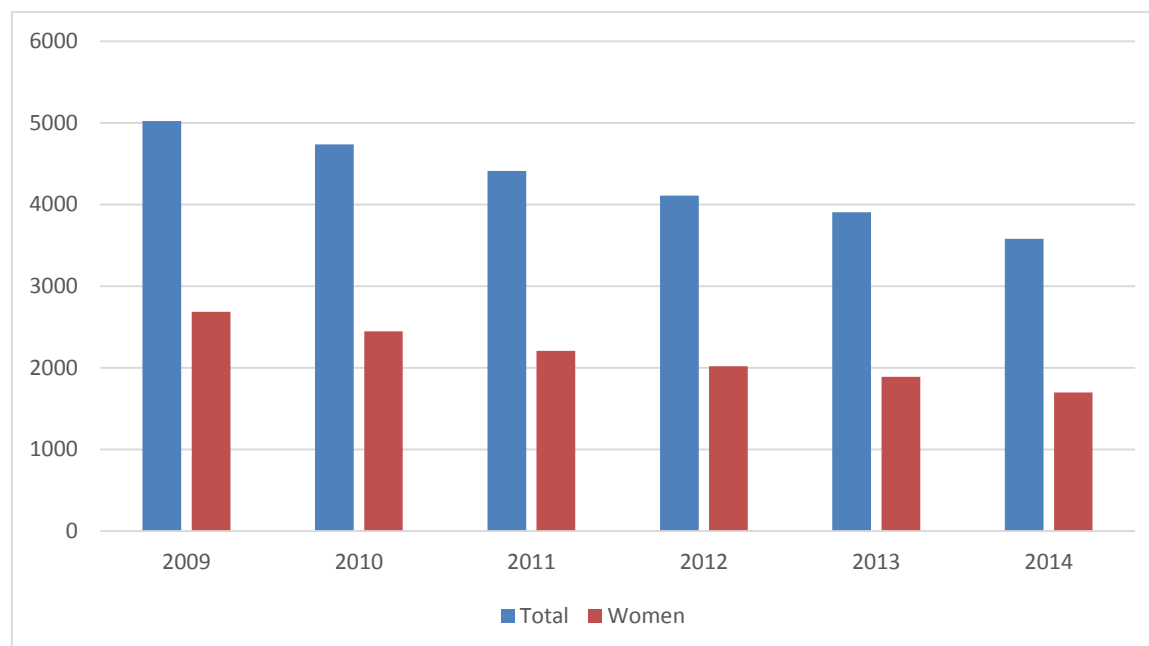
According to the data of Republic Institute of statistics we can see that employment of women in Indjija is slightly increasing in both fields as legal entities and entrepreneurs, despite effects of economic crisis.

### Employment 2012-2014

Year	Total			Legal entities			Entrepreneurs		
	Total	Women	%	Total	Women	%	Total	Women	%
<b>2012</b>	8801	4398	50	6712	3344	54,2	2630	1054	40,1
<b>2013</b>	9070	4506	49,7	6471	3474	53,7	2559	1032	39,7
<b>2014 (31.03.)</b>	9772	4976	51,2	6898	3814	55,3	2824	1162	41,1

Source RZS 03/2014

### Trend of unemployment 2009-2014



	2009	2010	2011	2012	2013	2014
<b>Total</b>	5021	4736	4411	4111	3904	3580
<b>Women</b>	2686	2448	2210	2020	1891	1698

Source RZS 03/2014

If we monitor the number of unemployed person according to their qualification and gender we can see that the representation of women registered as unemployed is higher with higher levels of qualification which is a reflection of inconsistency needs of the local labor market, the structure of available educational profiles in the system of secondary education in Indjija, and the personal preferences of students towards professions that in the future interest of the employer will be less.

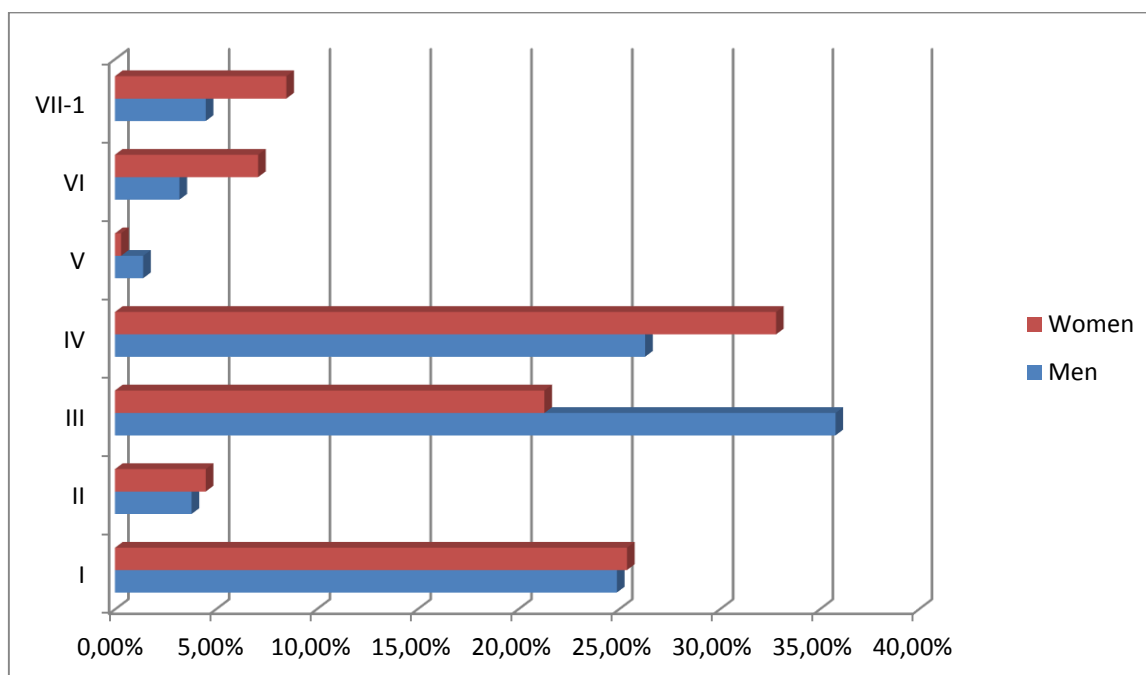


Table 1-Structure of unemployed persons according to their qualifications

	I	II	III	IV	V	VI	VII-1
<b>Men</b>	24,90%	3,80%	35,80%	26,30%	1,40%	3,20%	4,50%
<b>Women</b>	25,40%	4,50%	21,30%	32,80%	0,30%	7,10%	8,50%

## Courses of action

The municipality of Indjija, with various incentive measures contributes to continuous improvement of performance of the existing small and medium enterprises and entrepreneurs, attracting new investors, creating new companies and entrepreneurial activities. Also in accordance with the National Action Plan of the Municipality of Indjija defines a portion of budget funds for subsidies for stimulation new employment especially women.

Local Employment Action Plan of the municipality of Indjija defines employment policy priorities and determines the programs and measures that will be implemented in order to achieve goals and increase employment in Indjija. LEAP represents operationalization of the sustainable development strategy of Indjija 2015-2020. In the preparation of this document and defining the objectives and the priorities of employment policy are involved many factors like the social partners, relevant institutions and other interested parties

The aim of the Local Action Plan is primarily:

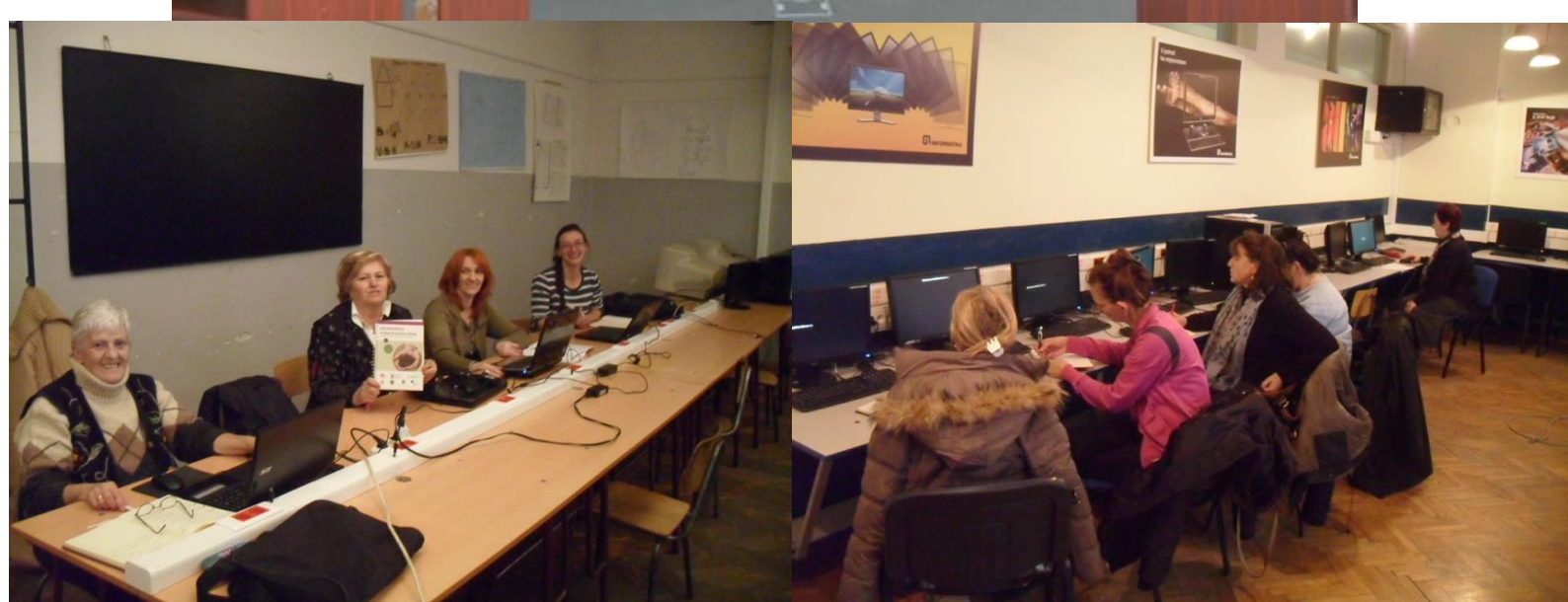
- Improving labor market conditions and improving labor market institutions
- encourage employment and social inclusion of less employable persons
- Changing structure of unemployed persons in order to accommodate the of the labor market, improving the quality of the workforce and investing in human capital
- implementation of new institutionalized forms of resolving employment issues
- entrepreneurship development

Municipality of Indjija separates significant funds for grants to non-governmental organizations where during the open competition takes into account the gender aspect of grants. This means that there are competitions in which the funds are strictly allocated for women's associations.

Touristic organization of Indjija as one of the key factors in promoting Municipality of Indjija also has a leading role in promoting women's entrepreneurship through cooperation with towns and municipalities in the country and abroad, performing at fairs and manifestations.

Following the trends and staying in pace with modern society, Indjija has recognized the need for improvement of women business skills especially for women in rural areas. Therefore one big step forward in the cooperation between women and local government was to set up office for women, which represents a shortcut to the various important information and realization of different rights that are vital for women. Office "Women's Network" during last year organized a series of seminars, trainings and education that have helped to educate women, gave them opportunity to gain new knowledge important for work and starting their own business.

**Informatics training for rural women**



## Training for managing the EU projects



All certificates earned on these trainings are taken in account when applying for municipality funds.

## Examples of good practice

Some of the big companies that invested in Indjija have highly developed awareness about the problem of women's employment. One of the best example is IGB Automotive Comp doo.

The company IGB Automotive Comp doo Indjija was founded in 2007 by the company IGBauerhin GmbH from Germany and produces seat heaters, heaters for steering wheels, seat occupancy sensors for cars, cables for seat heaters, electric control units. As one of the most significant greenfield investment in Serbia, the company IGB Automotive Comp doo is a good example of successful business practices and significant support to the further growth and development of local communities.

This company employs 1,320 people and over 90% of them are women. And it is one of companies with the largest number of employees, not only in the municipality of Indjija, but also beyond.



*"From the baskets of cherries to the rural tourism"*

Mirjana Hemun is the brightest example of female entrepreneurship in Indjija. She says her life brought her to Banstol (part of the municipality of Indjija, mainly cottage settlement) where she began her business with basket of cherries that she had picked in her backyard. Since then she had worked hard and persistent, founded an association of women „Banstolke“ which is mainly engaged in processing fruit, honey and nuts, and also developed rural tourism in Indjija. As successful women entrepreneurs she received the award "Success Flower for a Dragon Woman" awarded by the Association of Serbian entrepreneurs in 2013.





At the initiative of women's associations, Municipality Indjija, with the support of the Agency for Rural Development of Indjija Municipality established the first women's agriculture cooperative in Vojvodina. Name of the cooperative is "Roses of Srem" based in Beska. The cooperative aims to encourage and empower women in the economic field in order to individually perform its production activities through the cooperative solved the problem of sales and achieved for itself an additional or sole income.

Recognizing the importance of cooperatives and economic interest, women have banded together in order to affirm their creativity and in a big way entered the world of business. Cooperative activities are in the domain of domestic industries, handicraft production of food and beverage, agricultural production and rural tourism. Members from the territory of the municipality and the settlements function successfully within the association. Inaugural Meeting was attended by women of other municipalities within the set period will accede to the cooperative so that the cooperatives covered territory and outside Indjija. At this time it has 44 members but there are still a lot of women interested in joining.



In the book by Chip & Dan Heath "Switch: How to Change When Change is Hard" there was a metaphor about rider and the elephant, where, in short, the rider is something that we can control and the elephant something that just happens or cannot be controlled. And there is the path on which they are travelling.

If we can transfer this to the story of Indjija we can surely say that Municipality of Indjija despite the elephant (economic crisis) managed to plan and control its path and for sure it is heading in the right direction.

