

# **Empowering Women Through Entrepreneurship Development**

1-14 August, 2024 (2 weeks)

## **Rationale:**

It has been observed that in the Micro, Small & Medium Enterprises (MSME) sector worldwide women constitute around one-quarter to one-third of the total business population and in manufacturing, they constitute about one-third of the global labour force. Some of the economies such as China, Malaysia, Thailand etc., have witnessed substantial growth rates in their economies and this has been made possible due to the joint efforts put in by both men and women entrepreneurs.

However, in spite of their important contributions to socio-economic development, it has been unfortunate that the potential of women remains underutilized and they continue to suffer from various constraints, which inhibit them from optimally realizing their potential for economic development. One of the major constraints women face as entrepreneurs are the lack of an appropriate attitude towards entrepreneurship as their career, their perceptions regarding their role in economic development, insufficient knowledge regarding access to productive resources and services, finance, marketing etc. Despite being talented and having a viable and creative business idea, they are unable to put their plans effectively into action because of the above-mentioned constraints. A need is, therefore, felt for a change in their attitude towards entrepreneurship as a career, their perception regarding their contribution towards economic development, their inherent skills in managing resources and overall development of their competencies as business persons.

It has been experimentally tested and proved that entrepreneurial qualities, skills, attitudes and perceptions can be instilled and developed through a judicious mix of training interventions, counselling, and guidance. Although there are sufficient training professionals for providing entrepreneurship training in general, there is a dearth of sufficient trainer-motivators focusing primarily on women entrepreneurship. There is a need for a judicious mix of customized training interventions focusing on women entrepreneurship, which may create a cadre of professionals who can motivate, counsel, and facilitate more and more women towards new enterprise creation and also accelerate the growth of existing women entrepreneurs.

This programme primarily focuses on this objective and tends to equip the participants with a set of new tools and methodologies to develop and enhance entrepreneurial capabilities within women.

## **Objectives:**

- To disseminate knowledge on tools and techniques that may facilitate the increase and growth of new women entrepreneurs
- To enrich knowledge regarding identification of available business opportunities and preparation of viable business plans
- To devise techniques to enhance leadership and managerial capabilities within women
- To disseminate information regarding the variety of business facilities offered by various agencies and bodies
- To help planners and policymakers in designing policies for women entrepreneurs

**Target Group:**

- Consultants, academicians and corporate trainers
- Business Counselors, Entrepreneur–Trainer Motivators, Business Promotion Officers
- Bankers and employees of government organizations, financial institutions and other support institutions
- Extension workers of NGOs
- Existing and potential entrepreneurs

**Course Content:**

*Module 1:* Women Empowerment: Social and Economic aspects; current business environment and the changing role of women in economic development; gender issues

*Module 2:* Motivation, Leadership & Team Building

*Module 3:* Developing Managerial Competencies among Women

*Module 4:* Business Opportunity Identification and Business Plan Preparation

*Module 5:* Business Finance

*Module 6:* Small Business Management

*Module 7:* Institutional Support System for Women Entrepreneurship

*Module 8:* Educational cum Cultural exposure tour

**Benefits to participants:**

Participants will be:

- Sensitized towards important issues and constraints related to women entrepreneurship
- Able to design and develop effective policies for the growth and development of the business of women entrepreneurs.
- Able to generate insights regarding the existing gaps in providing assistance to potential and existing businesswomen and ways to reduce them.
- Able to guide and counsel women entrepreneurs in various areas to introduce professionalism in their business.