

meeting will be organised 6 months after the completion of the programme, to monitor the progress of the trainees towards launching enterprises, and the difficulties they may face will be discussed during the meeting with representatives of support agencies.

Nominations

Nominations on the enclosed proforma must be mailed along with a brief bio-data to :

The Programme Director
**Gender, Technology and Entrepreneurship
Development**
Entrepreneurship Development Institute of India
P. O. Bhat - 382 428 (Gujarat)

Last date for receiving nominations is December 15, 1996.

The Institute

The Entrepreneurship Development Institute of India (EDII), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India Ltd. (IFCI), Industrial Credit and Investment Corporation of India Ltd. (ICICI) and State Bank of India (SBI) with an active support of the Government of Gujarat. The Institute is a 'National Resource Centre' governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organisation, UNIDO, Commonwealth Secretariat, Friedrich-Naumann-Stiftung (FNSt) and several other international agencies.

The EDII has been actively pursuing its mission of pushing forward the frontiers of knowledge, beyond the narrow confines of male dominance in the sphere of entrepreneurship and has conducted several programmes for potential women entrepreneurs as well as existing women entrepreneurs. The EDII, in collaboration with UNIDO, has conducted three training workshops, in a series, for women entrepreneurs, trainer-motivators and bankers/credit officers/appraisal officials dealing with projects of women entrepreneurs from developing countries in Asia and Africa, incorporating critical inputs such as gender awareness and creation of skills to deal with 'gender biases'. The EDII is also in the process of conducting a series of gender sensitisation workshops for policy makers, planners and support system officials.



GENDER, TECHNOLOGY AND ENTREPRENEURSHIP DEVELOPMENT



Conducted by :

**Entrepreneurship
Development Institute of India**

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Sponsored by :

**Canadian International
Development Agency**



The Background

Eventhough recent years are witnessing a growing presence of women in the sphere of entrepreneurship, a common feature that continues to be a matter of concern is that an overwhelming majority of enterprises are confined to survival oriented traditional women's activities, which have a low technology base as well as low investment, The very nature of business prevents further upgradation of skill and knowledge, resulting in perpetuation of the stereotypical image of the women.

It has also been perceived that amongst a plethora of constraints a potential woman entrepreneur faces; subtle manifestation of gender biases and lack of access to technological information and knowledge severely limit their choice of business, rather than a conscious desire to operate "female-type" businesses. The implication, therefore, is that women with formal technical education, given gender responsive capacity building, training and skill development, can play an active role in creation of technologically innovative enterprises.

Consequent to this belief, an exclusive woman entrepreneurship development programme (WEDP), with a marked focus on gender equity and empowerment is being organised for women technologists. This programme is sponsored by Canadian International Development Agency.

Objectives

The objectives of this programme are :

- a) To help participants understand and deal with multiple roles they have to perform as entrepreneurs.
- b) To expose participants to the gendered process of evolution of science and technology.
- c) To widen the entrepreneurial and employment base for women with science & technological background.
- d) To accelerate industrial development by developing women entrepreneurs to set up innovative technological enterprises.
- e) To equip participants to act as change agents and role models to break down isolation of women in a male dominated domain.
- f) To galvanise active participation of women in decision making process to address development and character of technological change.

Programme Content

In order to fulfill the above objectives, the EDII has formulated a need based training programme. The

content may be classified as follows :

- * Concept of 'Gender' and its influence.
- * Economic Autonomy and Gender issues.
- * Women, Entrepreneurship and Determination of Entrepreneurial Potential.
- * Small Business Creation inputs : business opportunity identification, project report preparation, process of setting up enterprises, govt. policies and schemes for women entrepreneurs, information on support systems and services.
- * Small Business Management Skill training : financial management, marketing management, material management, quality Management, growth and expansion.
- * Behavioural and skill development inputs : achievement motivation, problem solving, negotiation skills, communication.

Faculty

Faculty for the programme will include expert faculty team of the EDII and resource persons/experts from national and state-level institutions and organisations.

Venue and Duration

The two week residential programme will be conducted at the elegant and sprawling EDII campus from January 6 to 18th, 1997.

Participation

This programme is open for women graduates with formal education in technology. They must possess the determination and drive to set up own enterprises. No programme fee will be charged as it is being sponsored by Canadian International Development Agency (CIDA). Board/lodging will be provided to the participants at the EDII Campus, free-of-cost (Non AC double-occupancy accommodation). Participants, however, will have to bear the to & fro travel cost.

Method of Training

A variety of teaching methods, such as case discussions, role play, sensitivity training apart from written exercises as well as lectures and discussions would be used to impart knowledge and develop skills. Medium of instruction is English.

Post Programme Phase

The post programme phase will ensure support to participants in creation of new enterprises. Follow up