

PROMOTING & STRENGTHENING WOMEN ENTREPRENEURSHIP IN THE ASIA PACIFIC REGION :

SKILL DEVELOPMENT PROGRAMME FOR
WOMEN ENTREPRENEUR TRAINER - MOTIVATORS
& BUSINESS COUNSELLORS

[JUNE 05-30, 2000]



Sponsored by :

**The Commonwealth
Secretariat, London, U.K.**

(Under financial assistance from
Commonwealth Fund for
Technical Co-operation)



Organised by :

**Entrepreneurship
Development
Institute of India**

Ahmedabad, Gujarat, INDIA

THE PROGRAMME

In the light of our experience that entrepreneurs can also be created, the role of an Entrepreneur Trainer-Motivator (ETM) assumes great importance. The strength of an ETM lies in providing all the necessary motivation, training and assistance to potential and existing entrepreneurs, thereby facilitating new enterprise creation and growth of existing ones. However, if one looks at the complexities at the behavioural and resource levels in the case of women, the significance of an ETM's role becomes further concretized. Considering this, gender sensitisation becomes an indispensable component of such a programme to bring about an attitudinal change and noticeable improvement. Keeping this in view, the inputs of this training programme have been accordingly designed to delve into areas that directly address the needs of potential as well as existing women entrepreneurs.

This programme, supported by the Management and Training Services Division (MTSD), Commonwealth Fund for Technical Co-operation (CFTC), Commonwealth Secretariat, London, aims at strengthening educational, training and other support institutions with faculty resources by giving the participants an insight into soft skills as well as hard skills so that they become competent ETMs and Business Counsellors. The programme seeks to achieve its goal by further focusing on :

- i) significantly increasing the supply of competent women entrepreneurs in all strata of society in the Asia Pacific Region;
- ii) encouraging the consolidation and growth of existing small enterprises by way of providing effective business counselling services.

To achieve the desired results, it is important that the trained trainers/resource persons disseminate the required inputs in such a way that the integration of women into the mainstream of socio-economic life is facilitated.

PROGRAMME OBJECTIVES

The programme will develop a cadre of hard core professionals who will work for the promotion of economic activities among women in the Asia Pacific Region. They will be equipped with new tools and techniques to lead women to new enterprise creation and growth of existing small enterprises thereby intensifying and strengthening the efforts of policy makers and planners towards economic development of women in the region.

The major objectives of the programme are to :

- ✓ train the participants to identify and analyse constraints and barriers to women entrepreneurship development and devise appropriate strategies ;
- ✓ train them to initiate, plan and implement entrepreneurship development activities for creation of small enterprises ;
- ✓ equip them to assess entrepreneurial competencies and evaluate project plans;
- ✓ inculcate in them strategic skills to sensitize the environment for extending timely assistance and support required for establishment of small business ventures by women;
- ✓ groom them for effective counselling of women entrepreneurs in various areas such as: enterprise selection, implementation and management of new enterprises as well as survival, growth & diversification of existing enterprises;
- ✓ upgrade their requisite skills in specialised areas like; entrepreneurial selection techniques, motivation training, project identification and feasibility assessment and small business management;
- ✓ share the Indian experience in small enterprise creation by women and its sustainability, and women entrepreneurship development and its relevance in developing countries;
- ✓ understand the process of growth of small ventures;
- ✓ develop their skills in profiling small enterprises in terms of their current 'performance base' and their 'potential for growth'; and
- ✓ develop skills required to counsel small entrepreneurs in emergence, consolidation and growth of their business.

PROGRAMME CONTENTS

Given the objectives of the programme, the programme content has been designed using modular approach as per details given below :

Entrepreneur, Enterprise and Entrepreneurship

- ✓ Understanding Entrepreneurship
- ✓ Enterprise and Economic Development
- ✓ Relevance of Entrepreneurship in Small Scale Sector

Women and Entrepreneurship

- ✓ Understanding Gender Bias, Gender and Development Process
- ✓ Women in the Domain of Entrepreneurship : Role of Women in Economic Development

Analysis of Competencies and Assessing Women Entrepreneurs

- ✓ Identification of Entrepreneurial Competencies of Women : Process and Development.
- ✓ Strategies for Confidence Building and Assertiveness Training of Women Entrepreneurs
- ✓ Achievement Motivation Training
- ✓ Entrepreneur Assessment Techniques
- ✓ Identification and Selection of Women Entrepreneurs

Business Opportunity Identification & Plan Preparation

- ✓ Business Opportunity Identification
- ✓ Business Profile Preparation
- ✓ Business Plan Formulation
- ✓ Assessing the Viability of a Business Plan

Small Business Management

- ✓ Small/Micro Enterprise Management (Marketing Management, Project Management, HRD Management, Finance Management, Time Management),
- ✓ Conceptualising, Designing and Implementing Training Programmes for Potential Entrepreneurs with special reference to Curriculum, Programme Plans and Programme Management.

Designing and Managing Support Services for Women Entrepreneurs

- ✓ Approaches to Assist Potential Women Entrepreneurs in Project Implementation
- ✓ How to Provide Follow-up Support Required by Potential Women Entrepreneurs
- ✓ Exposure to –
 - ◆ Operation of Small Enterprises by Women
 - ◆ Technology and Equipment
 - ◆ Support Organisations

Partnership Promotion

- ✓ Benefits of Networking & Partnerships
- ✓ Dynamics of Local & International Partnerships among Individuals & Firms
- ✓ Promoting Partnerships among Women Entrepreneurs of Commonwealth Countries

Information Technology

- ✓ Recent Advancements in Information Technology (IT) : Internet & E-Commerce
- ✓ Usage of IT for Business Development & Partnership Promotion
- ✓ Case Studies on Successful Application of IT by Women Entrepreneurs

Effective Business Counselling

How to :

- ✓ Profile the Performance of a Venture in a 'Holistic' Manner
- ✓ Determine the Potential inherent within the venture to provide impetus for Growth
- ✓ Deal with Succession and Changes for Planned Development of an Enterprise.
- ✓ Understand the Actual Process of Business Development within a given Venture
- ✓ Develop Counselling Skills

TRAINING METHODOLOGY

To impart the detailed inputs in the programme structure, the following training method will be adopted:

- ✓ Lectures-cum-discussion on concepts and practices of EDPs
- ✓ Case studies, group discussions, role-plays and simulation exercises for development of requisite competencies.
- ✓ Intensive interaction with experts in entrepreneurship development, curriculum development and opportunity guidance, entrepreneurs, behavioural scientists and entrepreneur trainer-motivators for gaining practical insight into entrepreneurship development efforts in the field of women entrepreneurship.
- ✓ Field visits to training/ industrial support institutions and small enterprises to view things in process / action.
- ✓ Practice sessions for acquiring various skills.

TARGET GROUP

The programme has been specially designed for professionals involved in activities related to promoting Women Entrepreneurship. It is, therefore, specially suited to the following :

- Small Business Counsellors
- Entrepreneur Trainer-Motivators or Teachers
- Small Business Promotion Officers
- Bankers/Officials of Financial Institutions
- Extension Workers in the area of Women Entrepreneurship
- Executives of Government Organisations engaged in Investment/Business Promotion
- Credit Officers-Small Business Advisors / Consultants

Note : Top/Senior level Managers, Senior-level Functionaries in government dealing with sector projects including monitoring, review, control and application and Senior Managers in functional areas in training institutions are welcome to participate. Women candidates are encouraged to apply in accordance with the 1995 Commonwealth Plan of Action for Gender and Development.

WHO CAN NOMINATE PARTICIPANTS ?

- Organisations engaged/ interested in small enterprise training and development programmes; self-employment generation activities.
 - Non-government Organisations/Voluntary Organisations (NGOs/VOs) involved in income generating activities.
 - Financial Institutions and Banks involved in financing small and medium scale enterprises and development banks extending their role beyond credit.
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- Educational Institutions having or planning to have entrepreneurship courses at graduate / under-graduate level.
 - Consultants/Small Business Advisors interested in adopting an integrated approach to entrepreneurship development
 - Support institutions providing extension services to small / micro enterprises
 - State sponsored Development Institutions, Para-statal Organisations engaged in small enterprise development, Ministries of Industry, Youth and other Developmental Institutions.
 - Organisations involved in women development programmes especially income generating activities

BENEFITS FROM THE PROGRAMME

By the end of the programme, the participants stand to sharpen their skills in the following areas:

- Support to Potential Women Entrepreneurs in Establishing New Enterprises
- Small Business Counselling for Existing Women Entrepreneurs
- Partnership Promotion among Women Entrepreneurs of Commonwealth through Networking
- Influencing Policies related to New Enterprise Creation and Women Development

LANGUAGE

The programme will be conducted in English. Nominated participants, therefore, should be fluent in both oral and written English.

PROGRAMME DURATION

The programme is scheduled from **June 05-30, 2000**. Last date for receiving nomination forms is May 5, 2000.

VENUE

The proposed 4-week residential programme will be organised at the elegant and sprawling EDI Campus, Ahmedabad, India. The participants will be housed in EDI's air-conditioned residence halls on single occupancy basis.

PROGRAMME FEE & FELLOWSHIP SUPPORT

The fee for the programme is US \$ 2500 per participant (US Dollars Two Thousand Five Hundred only). This covers :

- Tuition fee, cost of course material
 - Full board/lodging expenses at EDI Campus (single occupancy, air-conditioned)
 - Out-of-pocket allowance @ Rs.350/- per day to cover incidentals.
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The programme is sponsored by the Commonwealth Secretariat, London, through Commonwealth Fund for Technical Co-operation (CFTC). **Fellowships are available for participants of Commonwealth Member Countries of Asia & Pacific Region** from Management and Training Services Division (MTSD) of Commonwealth Secretariat, London. The fellowship would only cover Tuition Fee, Board/lodging expenses at the EDI Campus and Out-of-pocket expenses @ Rs.350/- per day per person.

The Participants are requested to arrange their return travel and advised to bring additional funds to meet unforeseen expenses. They are also requested to take out necessary insurance cover for accident/loss/illness during their stay in India.

However, sponsors may sparingly consider reimbursement of the economy class Air Travel by the shortest route for the genuinely needy candidates.

For availing the fellowship support, nomination forms are available at all the MTSD Points of Contact in the respective Commonwealth countries. Participants from Commonwealth Member countries of Asia and Pacific should forward this form after duly endorsed by the respective MTSD Points of Contact to the Management & Training Services Division (MTSD) of the Commonwealth Secretariat at the address given below:

THE DIRECTOR

Management and Training Services Division

Kind Attention : Mr. M. Jasimuddin

Chief Programme Officer

Commonwealth Secretariat

Marlborough House, Pall Mall

LONDON SW1Y 5HX, U.K

Fax : + 44-207-747 6540 or 747 6335 or

+ 44-171-747 6540 or 747 6335

Email : m.jasimuddin@commonwealth.int

Tel : +44-207-747 6343 or

+44-171-747 6343

After ascertaining their suitability for the training programme, applicants would be informed about availability of fellowship for participation in the programme.

Participants are also requested to mark a copy of their nomination form to :

Mr. S.B. Sareen

Programme Director

Entrepreneurship Development Institute of India

Ahmedabad, P.O. Bhat 382 428

Dist. Gandhinagar, Gujarat, INDIA

Tel. : + 91 (79) 286 4331/286 4068

Fax : + 91 (79) 286 4367

Email : ediindia@ad1.vsnl.net.in

THE PROGRAMME AS VIEWED BY THE PARTICIPANTS OF EARLIER PROGRAMMES

The encouraging views expressed by some of the participants of our earlier programmes for Women Entrepreneur Trainer-Motivators on the benefits derived by training inputs are as under:

“The course has made me confident enough to help women improve their skills in business management”.

“Programme inputs are extremely useful as the same will help me in organising NEC programmes for women; particularly because, I can understand the structure of power by gender and that the barriers can easily be overcome”.

“The course has helped me in upgrading my professional knowledge and understanding the need to operate within the gender biases that exist”.

ABOUT EDI

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution sponsored by all India financial institutions viz. Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India (ICICI), Industrial Finance Corporation of India (IFCI) and State Bank of India (SBI).

The EDI has groomed over 700 trainers at a national level through 17 National Trainers' Courses and 20 Special Rural & Micro Enterprise Trainers' Training Programmes. At the International level, EDI has conducted 13 Entrepreneur Trainer -Motivators Training Programmes training about 225 officers from a number of Asian, African and Commonwealth Member Countries as Entrepreneur Trainer-Motivators. Of these programmes were implemented with sponsorship support from Commonwealth Secretariat, 4 of them exclusively targeted at Women ETMs thereby developing 62 Women ETMs involved in promoting & strengthening Women Entrepreneurship in Commonwealth Member Countries.

Another unique project that deserves special mention was sponsored by UNIDO. A three-tier programme was organised for existing women entrepreneurs, trainers and counsellors of women entrepreneurs and financial and appraisal officials of projects of women entrepreneurs, thereby training 67 participants.

The EDI has also conducted several training programmes and workshops with focus on specific areas such as; three programmes for Women Entrepreneur Trainer-Motivators for Commonwealth Member Countries. The programmes were sponsored by the Commonwealth Secretariat 55 Trainer-Motivators were trained in the aforesaid three programmes.

THE COMMONWEALTH SECRETARIAT

The Commonwealth Secretariat's Management & Training Service Division (MTSD) was created by the amalgamation of the erstwhile Management Development and Fellowships & Training Programmes as a result of re-organisation of the Secretariat.

The division offers the following services :

- Advice and Consultancy to help develop organisational responsiveness and commercial viability. It will assess existing structures and systems, and tailor-made programmes of institutional redesign and systems development.
- It co-ordinates consultative round-tables and workshops where senior officials examine policy options at Commonwealth, regional and national levels. It also establishes international professional networks in collaboration with leading management associations.
- In Education and Training, MTSD can establish special programmes at national or regional centres of excellence, supported by analysis of training needs. It offers particular assistance in programmes for advanced management and specialised technology & vocational skill development.
- MTSD also provides fellowships for educational programmes, study visits and attachments.
- Works with a range of international agencies on advisory and training activities and also helps design and manage projects for other major organisations.



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