

REGIONAL WORKSHOP

ON

WOMEN IN BUSINESS

(TUESDAY, NOVEMBER 09, 1993)

Organised by:



United Nations Development Fund for Women (UNIFEM)

In co-operation with

Government of India

For You

- * Existing Women Entrepreneurs
- * Trainer-Motivators
- * Representatives of Financial & Non-Financial Support Institutions
- * Researchers

Implementing Agency:



Entrepreneurship Development Institute of India
Ahmedabad (Near Village Bhat),
P.O. Chandkheda-382 424, Dist.: Gandhinagar,
Gujarat, India.

BACKGROUND

As a part of the United Nations' efforts to enhance the role of women in industrial development, it is proposed to organise a series of programmes directed to promote women enterprises. Although women entrepreneurs would obviously play a pivotal role in developing women enterprises, training of women entrepreneurs alone will not achieve the desired result. An equally, if not more, important step would be to produce a group of trainers specially equipped to train and motivate women to launch industrial undertakings, informed by a proper appreciation of their problems and needs. It will also be necessary to sensitise the funding agencies and officers involved in appraising applications for financial support and other assistance about the need to review women's proposals with empathy as well as without prejudice. Keeping this in view, UNIDO and UNIFEM decided to organise integrated three-tier activities targetted at three different but related audiences: the entrepreneurs; the trainers; and the financiers.

The central focus of this three-tier integrated programme will be on sensitising the participants on gender issues with a view to developing a gender responsive women development approach so that the participants may view industrial

development not only as an economic activity but also as an activity which reduces people's vulnerability and increases their capacities to choose between various alternatives. Sensitising women entrepreneurs as well as decision makers in government and financial institutions to issues affecting women is seen as critical. The three training programmes are being developed jointly by the EDI, UNIDO and UNIFEM to address these needs. The proposed First Regional Workshop at the EDI is a part of a series of three Regional Workshops to be held by the UNIFEM Regional Office (New Delhi) in different parts of the country. These Workshops are part of the preparatory phase to ultimately contribute in the development of curriculum, content and coverage of programmes on existing women entrepreneurs, trainer-motivators and appraisal officers of financial institutions. The Workshop will help develop training curriculum for each of these target groups. It is envisaged that the curricula developed will be utilised in other regions of the world.

To provide inputs to the Workshop discussions, a research report will be prepared on the existing literature in India on "Women in Business", in general, and, specifically on women entrepreneurs. For this purpose, a national expert has been

commissioned by UNIFEM who will submit her report, well in advance, so that the abstract of the report can be circulated to the participants before the Workshop. The data from the research report will assist in identifying the issues to be included in the training modules to be developed. The expert will also prepare two cases of women entrepreneurs who are in the transitional path from tiny to small business.

OBJECTIVES

The focus of the Workshop will be to :

- i) Examine the problems and prospects of integrating women in the mainstream of development planning.
- ii) Assess the current level of women participation in development planning and particularly at investment decision making.
- iii) Assess the quality and content of the existing programmes and trainers for women entrepreneurs;
- iv) Review the mechanics of appraising proposals for financial support for women entrepreneurs.

FOR WHOM

Participation in this Workshop at EDI is by invitation and is restricted to following States.

1. Gujarat
2. Maharashtra
3. Madhya Pradesh
4. Rajasthan
5. Goa

Participants being invited are :

- i) Existing Women Entrepreneurs involved in Women's Associations and/or at the transitional phase of substantial growth of their enterprises. It means that the participating entrepreneur will be one who has crossed the survival stage and moved into the growth stage;
- ii) Trainer-Motivators, who have long enough experience of organising and conducting training programmes exclusively for women target group;
- iii) Representatives of financial and non-financial support institutions : This will include representatives from Lead Banks, State Financial Corporations, District Industries Centres, local representatives from IDBI, SIDBI and NABARD, who deal with issues relating to women entrepreneurs.

iv) **Researchers**, who have done considerable/notable work on women entrepreneurship.

COSTS AND FEES

There will be no fees for the participants. The workshop costs are being met by UNIFEM. The participants would be housed in the comfortably furnished air-conditioned Residential Halls of the Institute on double occupancy basis. Board and lodging would be provided at the Campus. For selected participants of voluntary and non-profit organisations, to & fro first class rail fare will be reimbursed on request.

NOMINATIONS

Please send nominations in the enclosed form to :

Prof. J.B. Patel
Workshop Director
Entrepreneurship Development
Institute of India
Ahmedabad (Near Village Bhat)
P.O. Chandkheda 382 424
Dist. Gandhinagar, Gujarat.
Phone: (0272) 811331/811084
Telex: 0121-6224 EDII IN
Fax : (91) 272-815367

Selection of participants for the Workshop will be made in consultation with UNIFEM, New Delhi. Final formal invitation will be sent by the EDI to selected participants.

The last date for receiving nominations is October 15, 1993.

ABOUT EDI

The Entrepreneurship Development Institute of India(EDI), is an autonomous institution sponsored by IDBI, IFCI, ICICI & SBI with the active support of the Govt. of Gujarat. The Institute is a national resource centre, 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, ILO, UNIDO, Ford Foundation, Commonwealth Secretariat and several other international agencies.

ABOUT UNIFEM

United Nations Development Fund for Women (UNIFEM), provides direct financial and technical support to low-income women in developing countries to raise their living standards and fund activities that bring women into mainstream of development. UNIFEM mandate is to be experimental to test new approaches. Since its inception, UNIFEM has supported 750 projects in over 100 developing countries and one-third of them in the Asia & Pacific region.