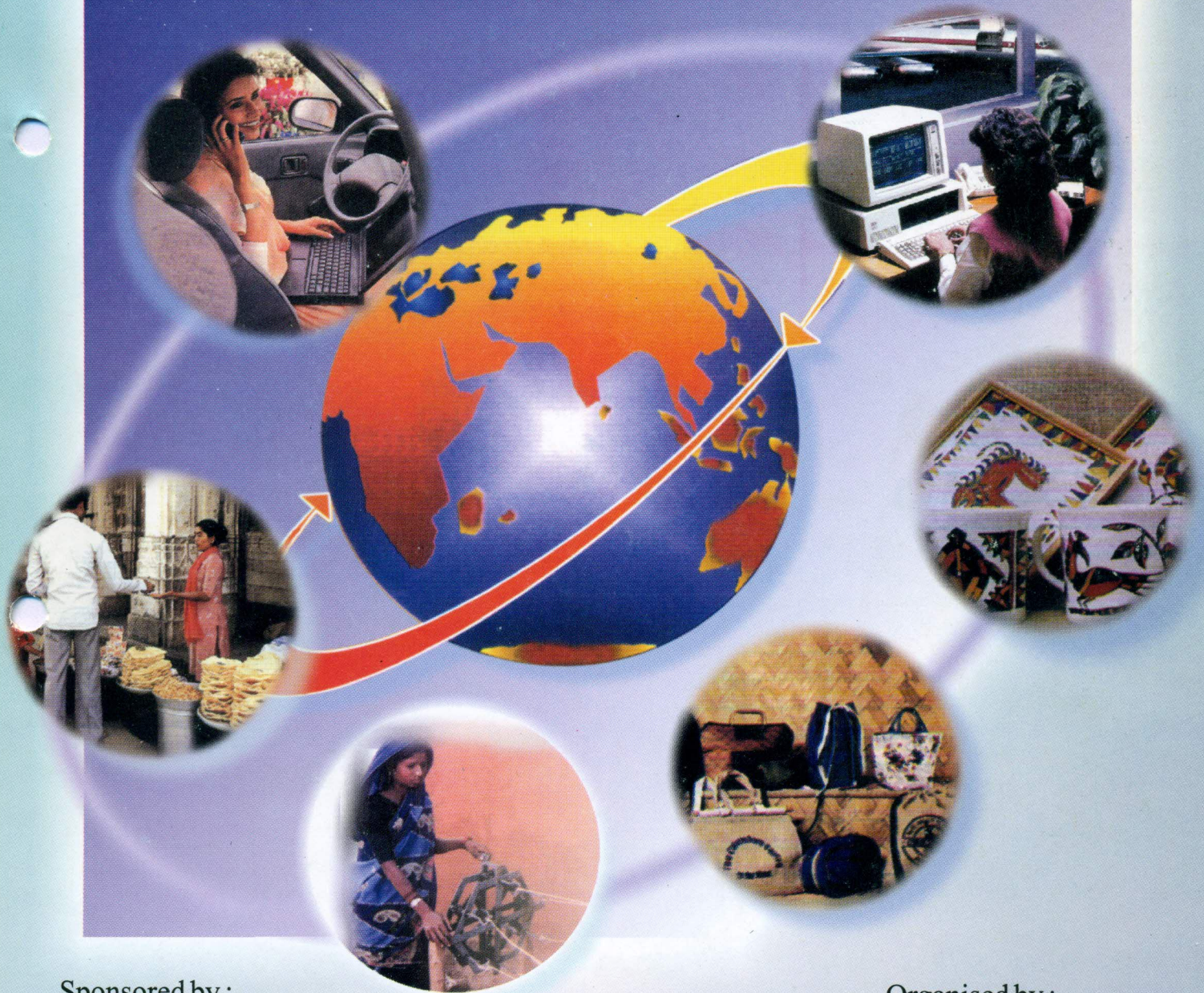


PROMOTING & STRENGTHENING WOMEN ENTREPRENEURSHIP IN THE ASIA & PACIFIC REGIONS

[MARCH 4 - 29, 2002]

A CAPACITY BUILDING PROGRAMME FOR WOMEN ENTREPRENEUR TRAINER-MOTIVATORS AND BUSINESS COUNSELLORS



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

The world economy is quite evidently assuming new dimensions in view of increased challenges to growth and competition. Amidst such a scenario, an upswing in a country's economy is entirely contingent upon the efforts of its people towards New Enterprise Creation or should we say 'Entrepreneurship'. A high level of 'Entrepreneurship' in a country ensures optimum resource utilization and job opportunities for people. However, a widely held belief is that only people with finance and resources can set up their enterprises. But the fact remains that entrepreneurs can be created; people can be trained and groomed to become entrepreneurs. In the light of this the role of an entrepreneur trainer-motivator acquires great significance. In order to help potential entrepreneurs set up their enterprises, an entrepreneur trainer-motivator (ETM) provides all the motivation, training and guidance. In the case of women, especially, several complexities and societal restrictions come up as hindrance. In motivating and training women, therefore, to set up their own enterprises, the role of an ETM becomes all the more important.

Entrepreneurship Development Institute of India has, therefore, designed this programme, sponsored by Commonwealth Secretariat, London, which aims at bringing the ETMs, involved in promoting women entrepreneurship, face-to-face with the issues and aspects that can be implemented to motivate and guide more and more women to set up their enterprises.

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 Regions. They will be equipped with new tools and techniques to lead women to new enterprise creation and to promote 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 enterprise 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.
- upgrade their counselling skills in specialised areas like; entrepreneurial selection techniques, motivation, project identification, feasibility assessment and small business management;

- share the Indian experience in small enterprise creation by women and women entrepreneurship development and its relevance in developing countries;
- develop their skills in profiling small enterprises in terms of their current 'performance base' and their 'potential for growth';
- enlighten them on 'Women in the Domain of Entrepreneurship : Role of Women in Economic Development'

PROGRAMME CONTENT

The participants at our past programmes have opined that the new knowledge helped them in increasing the rate of success of their programmes. They appreciated the inputs provided to them and termed the contents of the programme as the 'building blocks' of all their future endeavours and initiatives. Given the objectives of the programme and on account of a clear understanding of the target group, the programme content has been designed using modular approach as per the 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

- Strategies for Confidence Building and Assertiveness Training of Women Entrepreneurs
- Achievement Motivation Training
- Identification and Selection of Women Entrepreneurs

Business Opportunity Identification & Business Plan Preparation

- Business Opportunity Identification/Guidance
- Business Plan Formulation

Small Business Management

- Small/Micro Enterprise Management (Marketing Management, Project Management, HRD Management, Finance Management, Time 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

Information Technology

- Recent Advancements in Information Technology(IT) : Internet & E-Commerce
- Usage of IT for Business Development & Partnership Promotion

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
- Understand the Actual Process of Business Development within a given Venture
- Develop Counselling Skills

Practical Training

Besides classroom lectures, special emphasis is placed on practical training. Visits to support institutions give the participants an insight into the various schemes existing for the support of potential entrepreneurs. These visits may help the ETMs, initiate similar activities in their respective countries. In addition, visits to enterprises, particularly women-owned enterprises unravel a host of challenging business situations before the ETMs.

TRAINING METHODOLOGY

To impart the inputs detailed 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:

- Trainer-Motivators or Teachers
- Small Business Counsellors
- 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 : women 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.
- Educational Institutions having or planning to have entrepreneurship courses at graduate / undergraduate 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 find their skills sharpened 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

FACULTY

Training is imparted by well-qualified and experienced faculty from EDI. Besides, experts are also invited from national and international institutions/organisations of repute.

LANGUAGE

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

PROGRAMME DURATION & VENUE

The programme is scheduled from March 04 to 29, 2002. Last date for receiving nomination forms is January 31, 2002. This 4-week residential programme will be organised at the elegant and sprawling EDI Campus, Ahmedabad, Gujarat, India.

HOSPITALITY

The food served to the participants will be in keeping with international food habits. The participants will be housed in EDI's air-conditioned residence halls on single occupancy basis. Heat somewhat catches up in the month of March, in Ahmedabad, with the temperature ranging between 30° C to 33° C.

PROGRAMME FEE & FELLOWSHIP SUPPORT

The fee for the programme is US \$ 2000 per participant (US Dollars Two Thousand only). This covers :

- Tuition fee, Cost of Course Material
- Board/lodging expenses at EDI Campus (single occupancy, air-conditioned)

The programme is supported 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 Regions from Management and Training Services Division (MTSD) of Commonwealth Secretariat, London. The fellowship would cover tuition fee and board/lodging expenses at the EDI Campus Out-of-pocket expenses @ Rs.300/- per day per person will be met separately by the Commonwealth Secretariat.

The participants are, however, 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.

For availing the fellowship support, nominations from Commonwealth Member Countries of Asia and Pacific should be forwarded to the Management & Training Services Division (MTSD) of the Commonwealth Secretariat at the address given below through MTSD Points of Contact in the respective Commonwealth countries :

THE DIRECTOR,

Kind Attention : **Mr. M. Jasimuddin** Chief Programme Officer
Management and Training Services Division,
Commonwealth Secretariat Marlborough House,
Pall Mall LONDON SW1Y 5HX, U.K
Fax : +44-207-747 6540 or 747 6335
E-mail : m.jasimuddin@commonwealth.int
Tel : +44-207-747 6343

After ascertaining their suitability for the training programme, the 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) 39 69 163 Fax : + 91 (79) 39 69 164

E-mail : ediindia@ad1.vsnl.net.in

THE PROGRAMME AS VIEWED BY PARTICIPANTS OF EARLIER PROGRAMMES

Views of some of the participants of our earlier programmes of Women Entrepreneur Trainer-Motivators, on the lessons learnt and the benefits derived:

"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

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).

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 14 Entrepreneur Trainer -Motivators' Programmes thus training about 250 officers from a number of Asian, African and Commonwealth Member Countries. Of these, 14 programmes were implemented with sponsorship support from Commonwealth Secretariat - 5 of them exclusively targeted at Women ETMs thereby developing 82 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.

EDI has also conducted 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 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 programmes of institutional redesign and systems development.
- It co-ordinates consultative round-tables and workshops where senior officials examine policy options at Pan-Commonwealth, regional and national levels. It also establishes international professional networks in collaboration with leading management associations.
- In Education and Training, MTSD can organise 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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