

A WORKSHOP ON TRAINING AND COUNSELLING WOMEN ENTREPRENEURS

June 06 - 24, 1994

Organized by :



United Nations Industrial Development Organization (UNIDO)

and



United Nations Development Fund for Women (UNIFEM)

in co-operation with
Government of India

Implementing Agency



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Ahmedabad, (Near Village Bhat,)
P.O. Chandkheda - 382 424, Gujarat, India.

BACKGROUND

Integration of women in the mainstream of development decision making and enhancing their participation in economic development gathered momentum world over in the 70s and 80s, thanks to the efforts of international bodies like the United Nations. As part of the efforts to enhance the role of women in industrial development, UNIDO and the United Nations Development Fund for Women (UNIFEM) in cooperation with the Government of India, are organizing a workshop for trainers, counsellors, and officers of government as well as NGOs (non-governmental organizations) with focus on training and counselling inputs required by women desirous of creating new enterprises. The purpose of the workshop is 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.

OBJECTIVES

The main objective of the workshop is to help Entrepreneur Trainer-Motivators (ETMs) develop professional expertise to train prospective women entrepreneurs and help existing ones to survive and grow.

The workshop is designed to serve the following specific objectives;

- * Identify and assess potential women entrepreneurs;
- * Train and develop women in various aspects of enterprise initiation, launching and management;
- * Counsel existing women entrepreneurs on survival and growth strategies; keeping in mind peculiar problems faced by women and their enterprises;
- * Act as change agents to sensitise the environment (social, business, government) to be more supportive to women and their projects.

COURSE CONTENT

- * Communication skills and interpersonal relations;
- * Gender issues - social context of women in respective countries;
- * Counselling on related issues of women;
- * Present scenario of women in industry;
- * Approaches to entrepreneurship development and women's role;
- * Profile of women entrepreneurship in developing countries;
- * EDPs in India;

- * Role of trainers;
- * Business counselling skills;
- * Identification of business opportunities for women-assessment and profiles;
- * Identification and selection of potential entrepreneurs;
- * Motivation development;
- * Market survey;
- * Preparation of project reports;
- * Problem solving;
- * Basic principles and counselling in management;
- * EDP curriculum - countrywise presentation;
- * Constraints of SSI;
- * Research in entrepreneurship;
- * Gender concerns in development policies and planning.

METHODOLOGY OF TRAINING

The workshop will consist of presentations by experts and practical exercises. Most of the lectures will be supported by participatory discussions and experience-sharing. Visits to existing enterprises setup by women entrepreneurs trained under ED programmes will be arranged. The participants will be required to make presentations on their experiences in training women entrepreneurs in their country.

PROGRAMME SCHEDULE

From June 06-24, 1994. Three weeks with a daily schedule of six hours lectures, case discussions and experience sharing.

PARTICIPANTS

The Workshop will accommodate 25 women Entrepreneur Trainer-Motivators. Therefore, 25 fellowships will be awarded to candidates from selected developing countries. Candidates should have a university degree or diploma or equivalent level of education and fluency in English, and be capable of conceiving and operationalising training programmes specifically directed to women entrepreneurship. The Entrepreneur Trainer-Motivators can be from entrepreneurship training institutes/voluntary organizations, business counselling centres, development banks running entrepreneurship development programmes, etc. The participants will attend the whole workshop according to the schedule prepared by the host institution and will comply with the rules and regulations governing the workshop.

LANGUAGE REQUIREMENTS

The programme will be conducted in English and therefore the candidates must have a good working knowledge of the English language. Applicants from non-English speaking countries or whose studies were not conducted in English, should submit a satisfactory English language certificate preferably from a recognized institute such as the British Council, the American Cultural Association etc. in order to be considered eligible for a place.

COUNTRY PAPER

Each participant is expected to prepare before the commencement of the workshop a short write-up on the state of women in the respective home country, with specific reference to the socio-cultural problems and barriers. It should also include his/her experiences in training, motivating and counselling women entrepreneurs and incentives and assistance available for promoting female entrepreneurship.

FINANCIAL AND ADMINISTRATIVE ARRANGEMENTS FOR THE PARTICIPANTS

1. UNIDO, through the contribution of the Government of India to the United Nations Industrial Development Fund and other sources, will provide:

For Foreign Participants :

- (a) Round-trip economy class air transportation between airport of departure in home country and Ahmedabad (India).
- (b) Five kilos of excess baggage for the homeward journey only, to be used under conditions governing official travel.
- (c) Full boarding and lodging will be provided by the host institution. In addition, each participant will receive Indian Rupees 384 per day to cover incidentals. These will be in lieu of applicable Daily Subsistence Allowance.
- (d) All training facilities and training staff required for the implementation of the programme.
- (e) Expenses related to local transportation and organization of the programme.
- (f) Training material.

For Indian Participants :

As per above, except items (a) and (b).

2. The participant's Government/sponsoring institution/individual will be required to bear the following costs :
 - (a) All expenses in home country incidental to travel abroad, including expenditures for passport, visas, medical examinations, inoculations and other such

miscellaneous items, as well as internal travel to and from the airport of departure in the home country.

(b) Salary and related allowances for the participants during the period of the training programme.

3. The United Nations and the host government will not assume any responsibility for the following expenditures in connection with the participant's attendance at the training programme.

(a) Costs incurred by participants with respect to any insurance, medical bills or hospitalization fees.

(b) Compensation in the event of death, disability or illness of participant.

(c) Loss or damage to personal belongings and compensation for damage caused to them by climatic or other conditions.

NOTE : Participants are strongly advised not to have members of their family accompany them, since there will be no accommodation available for family members. The sponsors of the training programme will not be liable for any expenses incurred by dependents.

VENUE

The programme will be organized at :

Entrepreneurship Development Institute of India

Ahmedabad, Gujarat, India.

Tel: (91)(0272) 811331, 811064 Tlx: 0121-6224

Fax:91-272-815367

The Institute has a sprawling campus set in pleasant surroundings, 5 Kms. from Ahmedabad Airport on Gandhinagar highway. Ahmedabad is well connected by rail and air with Bombay and Delhi.

ARRIVAL INSTRUCTIONS

Participants whose nominations have been accepted by UNIDO and who intimate their travel plans to the EDI may expect to be received at Ahmedabad Airport/ Railway Station (near the exit point of the building) with an EDI placard.

Some important telephone numbers of EDI personnel at Ahmedabad where participants can contact in case of emergency and after or before office hours:

1. Mr. K.G.K.Pillai (0272) 398641
2. Lt. Col.P.P.S. Narula (0272) 868393
3. Mr. Vivek Saklani (0272) 811331
4. Prof. J.B.Patel (0272) 437323

SELECTION OF PARTICIPANTS

Nomination forms in respect of candidates nominated for the workshop should be sent to UNIDO, at the address given below, until March 15, 1994. Selection of participants for the workshop will be done during the fourth week of March, 1994.

UNIDO Country Director
United Nations Industrial Development
Organisation
55, Lodi Estate, Post Box No. 3059
New Delhi

Telephone : 4628877, Tlx. : 31-61652
Fax : 011-4627612

UNIDO, in co-operation with the host organization, will select the participants from among the nominations received, giving due regard to professional qualifications, level of experience and other relevant considerations.

About EDI

The Entrepreneurship Development Institute of India, established in 1983, is sponsored by national development banks - 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). This national resource organization initiates, supports and accelerates training and research in the area of entrepreneurship development. During its short career, the Institute has earned a great deal of national and international recognition which is amply reflected in the support that the World Bank, International Labour Organization, United Nations Industrial Development Organization, Commonwealth Secretariat and several other international agencies have extended to its educational endeavours.

The EDI has access to the expertise of outside consultants to supplement its resources. It has organized several training programmes for women on entrepreneurship development and produced a large number of publications and audio-visuals on entrepreneurship development. It has recently brought out a publication based on intensive research under the title *In Search of Identity - The Women Entrepreneurs of India*. It has, thus, accumulated considerable relevant experience and expertise to mount and operationalize the proposed programme.

The EDI has a pleasant, functional campus which provides wholesome academic environment with elegant, air-conditioned resident halls, well-equipped classrooms, and a good library and other logistic facilities.