

Intel- Udyogini School of Entrepreneurship

Training Local Women as Entrepreneurs.

Lead Organisation: Udyogini
(www.udyogini.org)

Geographic Spread: Jharkhand and MP, India
114 villages



Key Message:

Teaching women complex theories of enterprise and entrepreneurship is made much simpler if an effort is made to understand their needs and requirements beforehand.

Need

The need to promote entrepreneurship among women is still underexplored and there is a real opportunity to promote it in tribal areas. Most skill training programs are focused on technical skills linked to a specified industry. Many women from rural areas cannot take advantage of these opportunities because they prefer to live close to their families as their local social and cultural ties are strong. A basic entrepreneurship program operating close to where women want to live and work will provide them with the requisite skills and employment while also helping them to maintain their local links.

Response

With the aim of creating a village level supply chain, Udyogini along with INTEL foundation moved forward with a concept of the INTEL - Udyogini School of Entrepreneurship (I-USE), a school where all the basic integrities of business were taught to proletariat women. This school dovetails the complex theories of business such as business plan development, branding, market identification and survey, difference between labour and enterprise, consumer behaviour etc through interactive methods like skit, role play, etc. To face the competitive world, functional literacy and life skill training has also been added to the Digital Curriculum Framework.

The three-month course focuses on perspective building on inclusion, enterprise and entrepreneurship as well as operating tools.

Broadly, the course includes:

- Training on use of computers
- Basics of livelihood promotion (especially inclusive growth)
- Basics of enterprise promotion (including gender and enterprise such as women's qualities as managers, their capacity for risk-taking, strategic constraints)
- Concepts of market and marketing, market survey and assessment
- Basic personality development

Drivers of the Initiative

The training has been aimed to build the women's capacities to run the VLSCs with basic functions like accounting, market-linkage. The financial viability of this model would be based on the types of services been extended and the value of such services.

Objectives

- To build local entrepreneurs in management plus knowledge, attitude and skills to run village-based enterprises
- To fill-in the capacity gaps amongst the community to ensure inclusive growth in the local supply chains
- To develop & incubate unemployed women as social entrepreneurs for ethical & inclusive businesses, fair trade and sensitivity for social change

Stakeholders Involved

Women Entrepreneurs: The women are the students of the course. They undertake this course for three months and then either start an enterprise of their own or get employment in a woman-led enterprise.

Udyogini: Udyogini is the facilitator of I-USE. They are involved in the training of the women and the administration of the entrepreneurship course.

Intel: Intel has supported this initiative financially.

Innovative Features

The Intel Udyogini School of Entrepreneurship, has delivered training to 3,600 tribal women in insurgency-hit areas of India. As part of the course, the women are expected to complete an internship, giving them an opportunity to implement their knowledge and learn on-the-job skills.

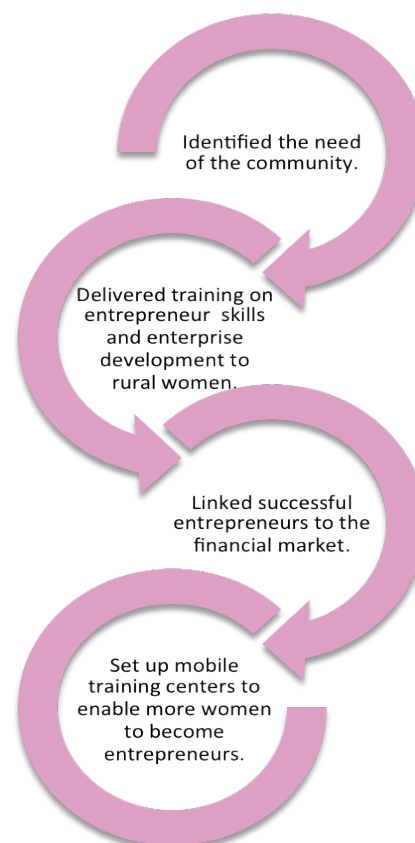
This entrepreneurship course has enabled the creation of women led social enterprises. Each of these enterprises further generates employment for at least another 100 women.

Overcoming Barriers

During the initial phase it was witnessed that the education and functional level of women was very low. To overcome this issue, Udyogini designed and introduced functional literacy curriculum, in addition to the business curriculum. With the help of this curriculum, women were taught basic reading, writing and numeracy skills, usage of calculators, weighing machine.



The Process



Economic Benefits

200 social entrepreneurs created who in turn will generate work opportunities for at least 2500 producer families ensuring a monthly income of at least additional Rs. 300/pm for the producer through aggregation and collective marketing practices for all the rural products (both Agri. & NTFP).

Social Benefits

150 women have graduated and been certified till date (starting from October, 2010). 114 trained women are now running their own enterprise in the form of Village Level Service Centres. Resulting multipliers are that they have spearheaded other business ventures at their VLSC (such as tailoring), creating additional employment, incomes as well as improved services for consumers.