



*Awakening Aspirations:
Creating Women
Entrepreneurs for Small &
Micro Enterprises*

Presentation from Hyderabad, India

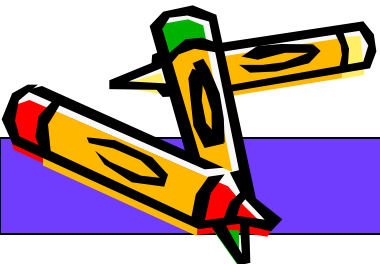
B Kinnera Murthy



An Introduction

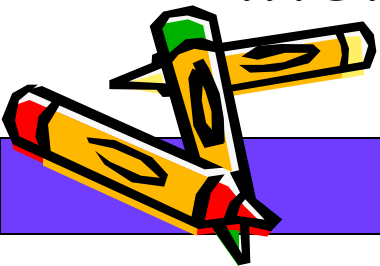


- Plethora of programmes for women entrepreneurs offered by different agencies
- New initiative aimed at inclusivity – women who would have no clue or wish to become entrepreneurs to be trained



Background

- Members of Confederation of Women Entrepreneurs (CoWE), Hyderabad, attended a 6 week long EDP at JNTU, Hyderabad (2005)
- Impressed with that programme, they developed an in house programme for attracting and increasing membership



Background

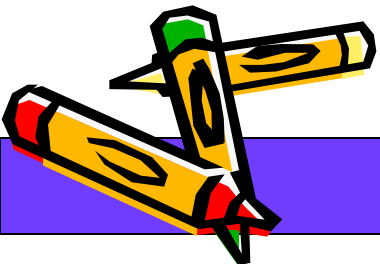
- Programme began in 2006 as a four week programme, which has since then been abridged to 2 weeks due to drop out rates in mid programme as the programme was considered too long
- From 2010, conducting 3-4 EDPs per year with success. Programme is priced. This is in addition to many other sponsored training programmes which are available free for any woman



Highlights



- Each programme selects 25-30 participants – many joined not knowing what to expect or how it could be used later. Most of them are not employed or doing any economic activity
- At the end of the programme – high levels of confidence, 2-3 trainees set up enterprises seriously and succeed. 7-8 start doing network marketing or commission based sales and thus become financially independent

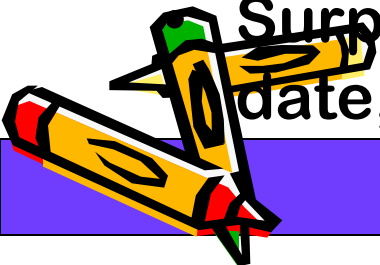


Participant Profile



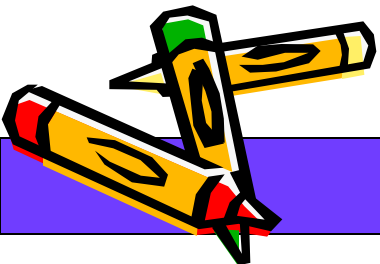
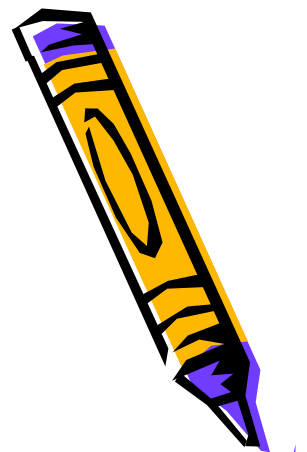
- Mostly by default rather than by design – it evolved on its own
- Interviews with participants to determine their level of seriousness and proficiency in basic English – half of applicants selected
- The uninitiated, unemployed, looking for opportunities to augment income
- 18-45 years age group range
- Basic degree holders mostly – outliers – Graduates, PhD, only school education

Surprisingly – only married women apply. Till date, no single woman in the programme



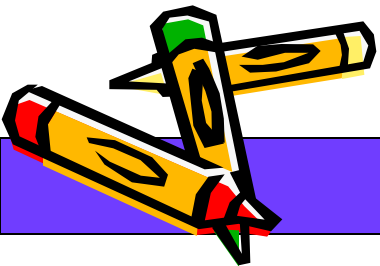
Partners in Programme Delivery

- Financial Institutions
- MSME organisations
- Academics
- Successful Entrepreneurs
- Other training organisations for specific workshops
- Industries



Pedagogy

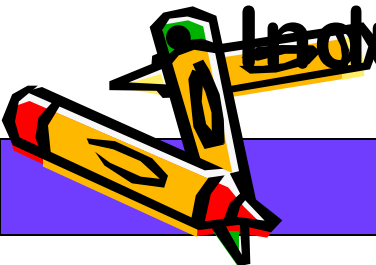
- Lectures, Interaction for experience sharing, project work, industry visits
- Use of ICT limited
- However, use of technology for marketing discussed in programme and implemented by the neo entrepreneurs
- Feedback taken mainly for faculty quality improvement



Curriculum

- Entrepreneurship
- Familiarisation with schemes for SMEs
- Self Development
- Marketing Project
- Specific sector exposure – fashion, jute, food processing

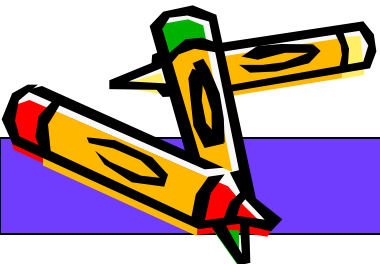
Industry Visits



Curriculum

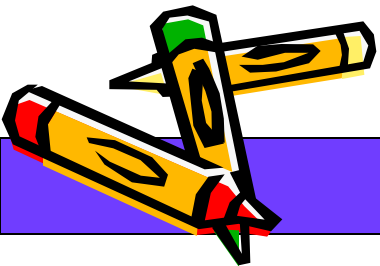


- **Entrepreneurship**
 - Introduction, Motivation & Entrepreneurial Skills
 - Opportunity Identification Methodology
 - Do's and Don't's for Entrepreneurs
 - Opportunities in specific sectors



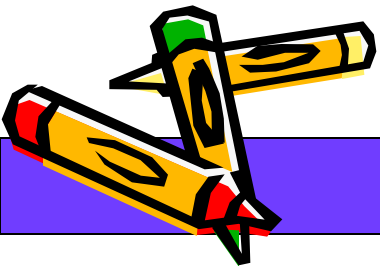
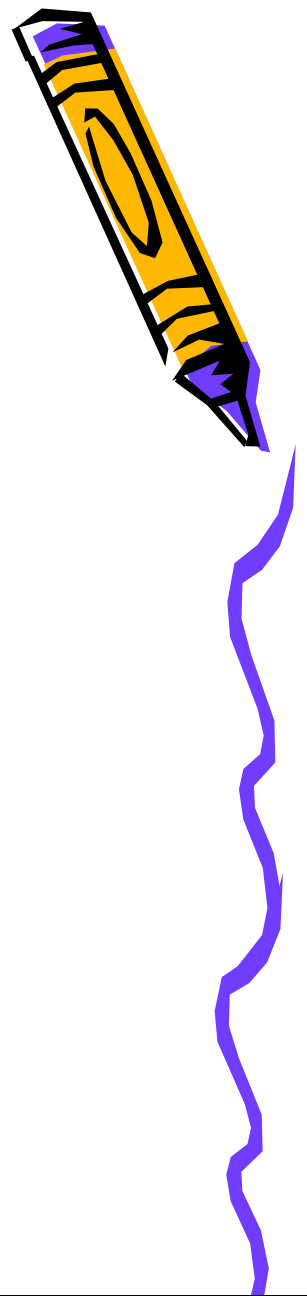
Curriculum

- Familiarisation with schemes for SMEs
 - Role & Schemes of MSME dept, APITCO, SIDBI, NABARD, KVIC
 - Financial Institutions and schemes for SMEs
 - Loan policies & processes



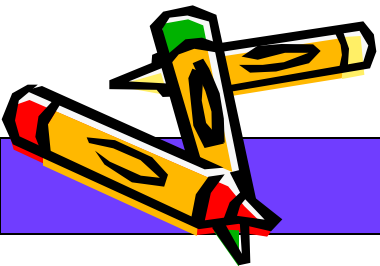
Curriculum

- **Self Development**
 - Essential Entrepreneurial Skills
 - Time Management
 - Communication Skills
 - Interacting with successful entrepreneurs
 - Proposal preparation

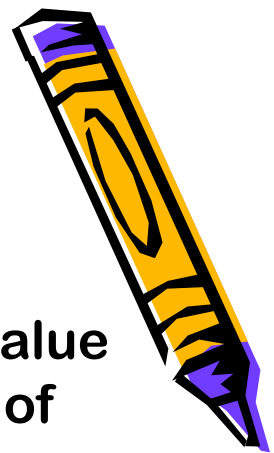


Curriculum

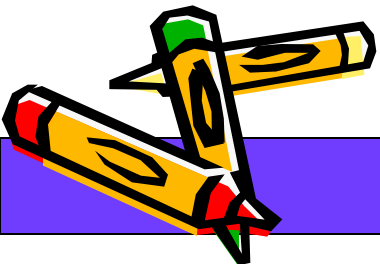
- **Marketing**
 - Marketing & Networking
 - Exports & Imports
 - Selecting and Executing a Marketing Project (essentially prospecting, selling skills, developing confidence)



Factors for Sustainability of the Initiative



- It is a paid for programme – participants appreciate value for money in terms of confidence gained and a sense of achievement
- Dropouts are rare
- Recommend to their friends to attend this programme
- As of now, financially a viable programme
- Handholding in project proposal, licenses, legal processes helped build success. Inclusion of these fledgling units in CoWE exhibitions gives the entrepreneurs a flying start
- Enterprises set up include – bakery, jute products, pickles, costume jewellery, boutiques, stitching unit etc



Challenges Faced



- Too many counselling sessions after the programme
- Participants demand more hands on support including ready made project design
- Cannot organise programmes from February end till June 15
- Demand for programmes in vernacular language
- Need to reach out to really needy women – example – widows, single parent etc
- Need to develop a professional aptitude based selection process to improve conversion to entrepreneurship
- Interference of husbands
- Lack of funds for publicity limiting outreach to many more women



Thank you!

