

*From the Coordinator's Desk*

Women have been the key contributors to the growth of the families and the story of any community is understood more clearly by knowing their role in the overall socio-economic progress. Entrepreneurship has been a way to bring forth the sustainable livelihood generation capacities of any person and has been proven as a long-term option for the growth of rural economies.

Drishtee has taken this learning to the implementation level and is developing rural entrepreneurs at various levels of participation in different parts of India today. Drishtee has specially focused on women entrepreneurship programs with a series of inputs being given for the endeavor at different points of time. Participation and support from partners like University of Manchester, U.K., Microsoft's Unlimited Potential team, IFC, Nike Foundation and now Alcoa Foundation has been instrumental in harnessing potential and learning about new possibilities for identifying and supporting women as entrepreneurs in the rural areas.

Alcoa Foundation came forward and allocated a grant for Drishtee Foundation in order to organize a Training Workshop for few of the rural Women Entrepreneurs of Drishtee. This gave us an opportunity to expand the bandwidth of Drishtee "Capacity Building" programs in the unexplored areas of Financial Management, Debt Management, Business Development and Motivation (including Leadership and Attitude) on the one hand and also take up content generation in these fields to a certain extent.

These areas of Business support are very critical to the success of these businesses but needed to be taken up with the right combination of expertise as well as practical planning, through this workshop. The experience of the Drishtee Foundation team could lead the expert advice towards building a framework of best practices in the given areas. These specific and valuable inputs could be used by the target groups (Kiosk Owners and their respective Operating Partners) in a very positive manner. The trainees showed a high level of enthusiasm for carrying forward the learnings and implementing the same in their day-to-day business activity.

Drishtee Foundation now looks forward to taking up the issue at a more strategic level and involving the core thinking groups to design a more long term and sustainable way of taking ahead the outcomes and learnings of this workshop from the Implementation perspective. We are thankful that Alcoa has been an active contributor throughout this effort and do hope that the relationship would fetch yet more far-reaching results from our joint endeavors in future as well.

We are presenting here a short report on the Training Workshop, Proceedings, Experts, Attendees and the other activities like Yoga, Pediatric or Gynecological expert advices included in the 4 day Workshop. Apart from the presentations and other schedules we have also included in the end the copies of the Evaluation Forms we had collected from the participants on the last day of the Workshop.

The report is a compilation of the major activities of the event and is just a highlight of what we could do and learn as well as facilitate to be learned by the women Kiosk owners and their respective Operating partners. We are sure Alcoa also has found the program equally enriching and interesting as we all did. A feedback from Alcoa would be highly solicited for. We are also uploading the contents through a link on <http://www.drishtee.com/women> for being downloaded at the partners' end or anywhere in the Drishtee network.

With many thanks for making this workshop a success, we look forward to having continued support and a positive relationship ahead with Alcoa team.

Warmly,



**Swapna Mishra**  
**Drishtee Foundation**