

## Training Programme Of Women Entrepreneurs

Timings	Session	Metodology
11:00-12:00	Welcome & Introduction, Who is Drishtee and explain the purpose of a VRC	In triads or dyads. Small group discussion and consolidation
12:00-12:30	What are the advantages that accrue to the village and subsequently to the entrepreneur	Group discussion, eliciting from the participants
12:30-12:45	Break	
12:45-1:30	The list of products and services available. Kotak insurance was explained.	Lecture with communication aids like video (if possible)
1:30-2:30	<ul style="list-style-type: none"> <li>• How to start work (some strategies)</li> <li>• Guidelines in choosing services/products</li> </ul> Identifying services and products that the VRC wants to start off with.  Each VRC present their choice of service and product that is listed out.	<ul style="list-style-type: none"> <li>• Lecture</li> </ul> VRCs sit with their operating partners to identify services and products
2:30-3:30	The marketing catalogue was showed and discussed. The Flow charts were also shown for few to give an understanding of the supply.	Group facilitation
3:30-4:00	Required skills like motivation, communication.	Lecture
4:00-4:30	Session with operating partners. Follow-up discussion	
4:30-5:00	Plan of further action framed out	

## Benefits to Women Entrepreneurs



1. Financial- better incomes, better family education and health, debt clearance.
2. Physical-better standard of living.
3. Human-Management, communication skills, entrepreneurship, information and knowledge of outside world-which in turn leads to up gradation of family values and status.
4. Social-better self-concept, a recognition (social) status.

## Characteristics of an Entrepreneur

- Motivator:- An Entrepreneur must remain motivated and should keep their operating partners also energized.
- Self Confident:- Entrepreneur must have belief in themselves and the ability to achieve their goals.
- Committed:- An Entrepreneur must be committed to the work keeping the long term vision in mind.
- Energetic/efficient:- The success of the entrepreneur depends on their ability to work long hours for a sustained period of time
- Persistent:- An entrepreneur must have an intense desire to complete a task or solve a problem
- Creativity:- being creative helps in establishing and expanding one's work
- Initiative:- An entrepreneur must initiative in accepting personal responsibility and also in utilization of resources.
- Goal setter:- An entrepreneur must be able to set challenging but realistic goals.
- Customer first:-The entrepreneur must always keep the "customer first" attitude. The marketing concept rests on the importance of customers to a business.

## Indian Women Entrepreneurs

Women as entrepreneurs are in the news for making India proud. They have stood out for their high level of inspiration and the unparalleled will power to mark a difference. At the national level, the following women are whom we are proud of.

1. **Anjana Bhargav** is a world class designer who was nominated for the breakthrough designer of the year award for the Lycra MTV style awards for 2003. She was even recommended by the Ministry of External Affairs to represent “Women Entrepreneurs” at the OECD Conference held in Paris in the year 2000 where over 300 women entrepreneurs across the globe shared their experiences
2. **Chanda Kochchar**, the Deputy Managing Director of ICICI Bank, **Naina Lal Kidwai**, HSBC India CEO and **Kiran Mazumdar Shaw**, the Biocon Head, have been named among the world’s 50 most powerful business women by one of the world recognized magazine “Fortune”
3. **Indra Nooyi**, head of soft drink giant Pepsico, has her name figured in the American list of the same magazine
4. **Ekta Kapoor**, a young woman of 31 years old, is well known for her TV serials like Kyonki saas bhi kabhi bahu thi, Kasauti Zindagi kii, Kkusum, Kutumb, etc. For her entrepreneurial skills and achievements Ekta Kapoor was awarded with Ernst & Young (E&Y) Startup Entrepreneur Of The Year award in 2001

We are equally proud to present before you some of our local stalwarts.

**Tasmina Begum** is one of the better educated girls of rural India and a budding entrepreneur, more



so because she belongs to the North Eastern state of Assam where the women literacy level is more than the national averages. Although she took sometime in getting started with the real business of Drishtee but once learnt ‘how to deliver and manage’, is now running the Kiosk very successfully. She is always ready to tap the available Drishtee’s support for bringing higher value services at her

Drishtee Center and work towards her motive of ‘development for all’ in her village - especially for the needy and the poor.

The information provided above about some of our entrepreneurs at national and local level has been done with the purpose of telling you that the same will power, inspiration and the desire to do something different, some of the ingredients important for these women to “make that difference” lies in you too. So how about it?! Go ahead and reach for the stars, realize your dreams. Take that step forward, so that your children grow up and can proudly claim to be sons/daughters of an achiever like YOU.....

## Drawing a parallel

<b>Cooking</b>	<b>VRC's work</b>
Start well in time	Early bird catches.....
Know what each one eats	Know your customers' needs
Cook in such a way that is liked by all (especially true when dealing with children)	Promote well
Coax and cajole the bad eaters	Campaigning and advertising
Add variety so that family members always look forward to your cooking (maybe learning new recipes, attending classes)	Add services and products to maintain and expand customers (training sessions to know more)
Improve on your cooking. Take feedback	Improve your business style , self develop (better communication skills, strategizing skills etc)
Take interest in cooking	Take interest in work

## **TIPS for setting up your business**

1. Organising Gram Sabhas, community meetings in order to sensitize the different user groups of your village and around. Drishtee paves the way by conducting initial round of Gram Sabha meetings.
2. Get feelers from some of the people who have wider access to the village, like the anganwadi workers, primary school teachers, elderly much respected village men. Find out the needs of the villagers.
3. Mobilize some women around your place or already existing women groups wherein you can talk about the work and also find out needs.

In all these meetings, you have to put across the following:-

- About Drishtee, about you as a VRC.
- Objectives of your business
- Advantages to the villagers (monetary and otherwise)
- Services available
- Finding out the village needs ( if not available with VRC, can be future prospects)
- Promoting some of the service/products
- Encouraging queries

Use of the following aids can facilitate your session better

- Leaflets already available
- Points discussed during training programmes on flip charts
- Resource persons from one of the partner groups, and/or Drishtee District team
- Availability of electricity can enable showing of video
- An already working Kiosk member can make a presentation

## Skills required

### Business skills

- Knowing what your customers need (the entire village and neighboring villages are your customers)
- Gradually setting up a periodicity chart to help understand “how much” and “when”
- Listing out services and products that are in demand ( for future prospects)
- Up gradation of your own knowledge about customers needs and services/products in the markets

### Personal Skills

- Communication skills and negotiation skills at both individual level and group level
- Understanding oneself, one’s strengths and weaknesses, consciously move towards self development
- High level of motivation

### Collaboration skills

- Good relations with the Drishtee district team, keeping communication channels open

## Some suggestions to operating partners

- Finding out other organized groups like NGOs and initiating ways to collaborate with them
- Be gender sensitive. Give positive signals and encouragement (remember, she is doing this for the first time! Its her new avatar)
- Guide her. Take initiative to teach her new things even if she hesitates to ask. Money matters! But it could be something she is not conversant with
- Encourage her to move out of her immediate periphery for business purpose. Prepare her for it. How she will talk, what she will talk etc.
- Help her in her household chores
- Remember you are facilitating a revolution of sorts!! "women's empowerment" of which you are an integral part.