

WOMEN LIVELIHOOD

Team 4: CTRL FREAKS

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Overview:

Empowering women is essential to the health and social development of families, communities and countries. Empowers women in rural areas by providing access to various tools and resources necessary for developing and expanding their businesses.

Goal: Project aims to empower women in rural areas to start and grow their own businesses by developing a comprehensive platform or program

Impact: Project provides Business Training, Skill development, Financial resources, Networking

Project background:

Women in rural areas struggle with creating new businesses and expanding it, they remain constrained because of limited access to many resources and technical tools.

Project context:

According to studies, there is a huge gap between genders for accessing finance and developing businesses. Women held enterprises face deficiencies in financial access compared to men owned business. Women cannot effectively establish businesses because of the factors mentioned.

Why is the project needed:

- Low financial access: Women are also found to face reduced access to microloans, credit and banking activities, levels of literacy is low.
- Business knowledge: Women lack education and basic business skills, this leaves a major gap.
- Lack of technology: Rural areas lack technological advancements, which does not avail women the tools such as e commerce and digital marketing.

Project objectives:

- Provide financial access.
- Enables connection with highly-qualified female personalities
- Provide mentorship
- Showcases Government schemes for women empowerment
- Skill development

Outcomes:

- Increased entrepreneurship
- Improved financial independence
- Financial access
- Market access
- Business related skill development
- Metric:
- completion/growth rate
- Income growth/loan repayment
- Business net worth growth rate
- Women enrolment

Target population:

- Women with limited access to technology
- Women living in regions of high gender equality
- Growing female entrepreneurs
- Women with limited financial access
- Women living in remote areas

Project activities:

- Planning
- Develop curriculum
- Recruiting women participants
- Starting the training program
- Initiate market access
- Real time monitoring
- Real time reporting
- Methodology:

- Approach through participation
- Strengthening women entrepreneurs with necessary skills
- Connecting with local businesses and successful entrepreneurs.
- Measuring and evaluation
- Sustainability

Implementation plan of the project:

Implementation plans executes the work, stages and key activities involved in implementing the project.

- **Project setup (1-3 months)** - Identifying ways to bring needs and opportunities to women living in rural areas.

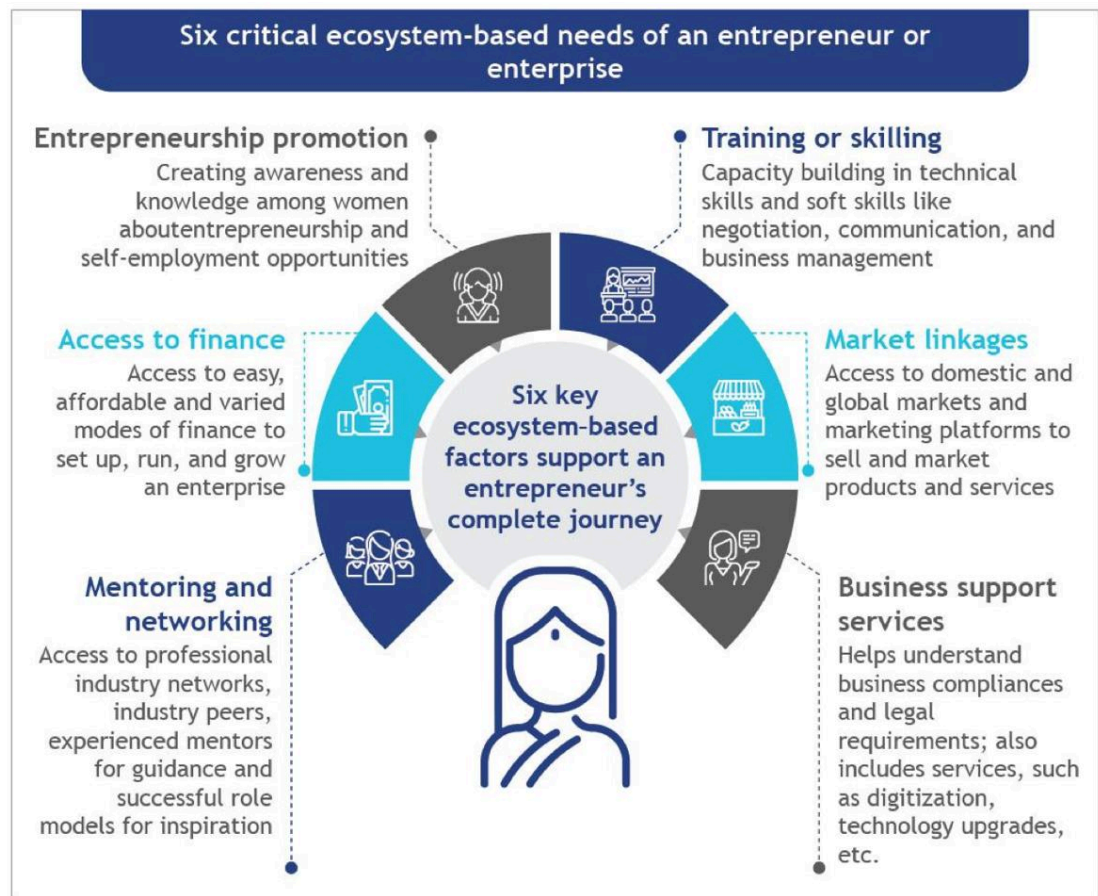
Get partnership with stakeholders of financial institution for education and establishing a team.

Set up training centres to tutor women

- **Launch courses** - Bring up multiple business related courses to teach illiterate women, create digital platforms and e commerce, launch mentorship and networking courses among entrepreneurs and illiterate women in rural areas.
- **Expanding programs** - expand to reach more rural women entrepreneurs

Increase access to digital platform and e commerce. Empower gender equality and community mobilisation for women entrepreneurs.

- **Monitoring** - Track real time progress



Budget:

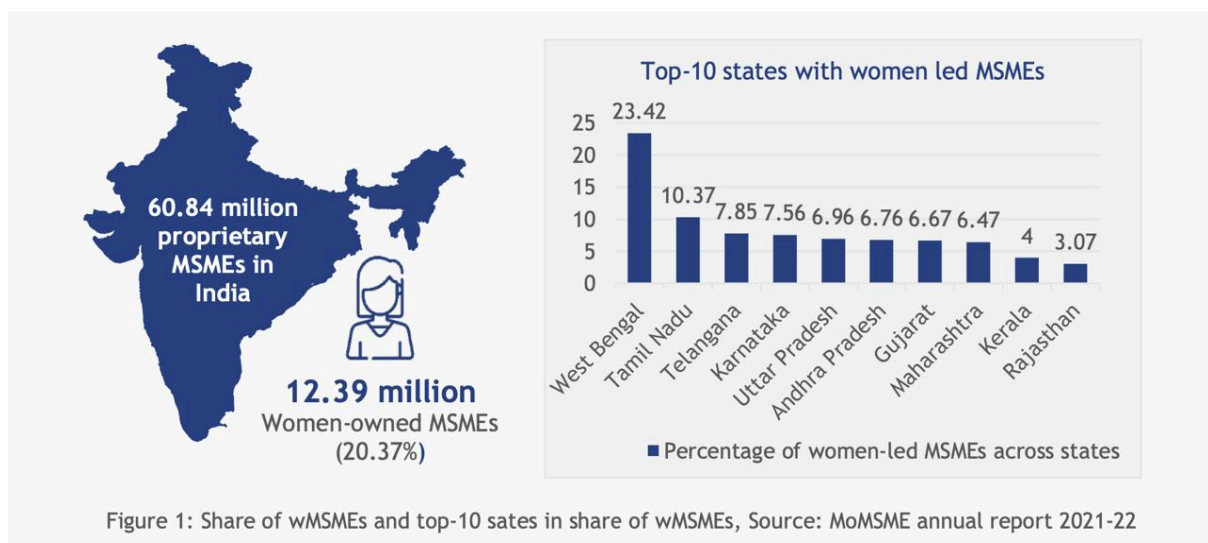
- Possible fund providing sources
- Development agencies like UN women
- Partnering with private sector companies.
- Government and local non-government organisation contributions.
- Microfinance and impact investors.

Monitoring and evaluation:

Monitoring framework helps us to keep track on each and every activity that's going on.

- This measures project outputs and outcomes.
- Monitoring financial growth and businesses.
- Financial literacy
- Number of businesses successfully growing

- Number of jobs created
- Involvement of rural women in digital tools and technology
- Involving mentors and programs
- Get partnerships
- Conduct surveys to collect data.
- Get monthly/annual reports
- Formative evaluation
- Reporting and feedback mechanism
- Continuous learning from the data available



Sustainability:

Sustainability in the market towards that end would imply creating conditions to allow these businesses to survive and thrive well beyond the point that direct project support stops.

- Strategies
- Building financial models
- Using technology and e commerce platforms(market access)
- Networking and collaboration
- Mentorship programs

- Adaptation of market research
- Enhancement of product quality
- Expanding market and business
- Long term sustainability measures - cooperatives led by women, management training, business accelerators, financial support from government and NGO

(Numbers in lakh)

Sector	Micro	Small	Medium	Total	Share (%)
(1)	(2)	(3)	(4)	(5)	(6)
Rural	324.09	0.78	0.01	324.88	51
Urban	306.43	2.53	0.04	309.00	49
All	630.52	3.31	0.05	633.88	100

Figure 2.2: Percentage share of rural and urban MSME in the country



Risks and mitigation

Any project designed to empower women entrepreneurs from rural and impoverished areas is likely to have inherent risks

- Financial/loan risks
- Market risks

Mitigation strategies

- Product training
- Partnering with buyers and local friendly businessmen
- Literacy training digitally
- Low cost technology

References:

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