

Tool 5.3: Conduct entrepreneurship development training sessions

Sustained usage of livelihood technologies and starting an enterprise remain persistent challenges among women from rural communities. This is mainly due to limited skills and knowledge they possess. So, it becomes important to build relevant capacities of your potential women customers. Thus, entrepreneurship training tailored to their needs and providing them with practical skills, knowledge, and support networks is necessary to start and grow their businesses.

Tool objectives

- To support the existing potential women users in improving their entrepreneurial skills and sustaining their businesses.
- To create localised training mechanisms for women users via digital training modules or training of trainers (ToT).

Action plan

Step 1: Conduct a needs assessment to understand the training requirements of the existing users

Reach out to your existing women users (via know-your-customer (KYC) data) who have initiated their nano-/ micro-enterprise to understand the challenges related to business skills. Following are the few indicators to be considered:

- ☐ Existing and other relevant skills that are relevant to their business ideas.
- ☐ Current gaps in expertise include business planning, marketing, finance, and management.
- ☐ Relevant training programmes in their local region (if available, then challenges in accessing them).
- ☐ Ease of access and usage of technologies such as phones and internet.

Step 2: Co-opt with the local government and non-government bodies as training partners

- ☐ Partner with existing non-government organisations (NGOs), community organisations, or government departments in the region working towards skill-building and entrepreneurship expertise to design and deliver effective training programmes.

Step 3: Design customised curriculums in vernacular languages

The curriculum needs to cover two essential modules.

- ☐ **Module 1—Application of the technology:** Develop a training curriculum comprising a booklet or pamphlet on the application, usage, and installation of the product/technology.
- ☐ **Module 2—Introducing concepts of business and requirements of a successful business** (in collaboration with the training partner). Introduce business concepts, including expense identification, pricing strategies, profitability enhancement, and business plan development. Following are a few indicative broader sub-chapters:



- ☐ *Business and entrepreneur*: Explains the term ‘business’ and why one does business, the steps in doing a business, that is, production, trading, and service, and the qualities of a successful entrepreneur.
- ☐ *Concept of a business cycle*: Understanding the business cycle for methods of business, components of a business cycle, and its importance.
- ☐ *Concept of cost components*: Various cost components for any business transaction, types of cost-direct and indirect cost, recording of all the cost components of the business, and calculating the cost of one business cycle.
- ☐ *Accounting and bookkeeping*: Understand and record daily income and expenses, tracking them monthly through different statements like income tracking statements, daily cash statements, balance sheets, and calculate their profit, and assets and liabilities.
- ☐ *Selling and marketing*: Demand and supply, break-even point of the business.
- ☐ *Business plan*: Concept of a business plan, advantages of business plan, and business plan outline.
- ☐ *Digital and financial literacy*: Using ATM (automated teller machines) and their banking application, using unified payment interface (UPI) through their banking application and other third-party applications, security measures against online banking fraud, using the internet and social media for their business, introducing the members to various platforms on the internet for accessing both, forward and backward markets (refer to [‘Tool 5.2: Provide market linkage support to existing women users’](#)).

Note: The content of this section is inspired by [Development Alternative’s](#) and [SEWA Bharat’s](#) business development programme modules.

Step 4: Conduct training of trainers (ToT) sessions for the training partners

- ☐ Conduct in-person ToT sessions with relevant field executives/resource persons who will impart technology and business-related training to women users from the community.
- ☐ Provide training on product specification and market. For physical products/technology, provide sessions on do-it-yourself (DIY) maintenance and troubleshooting.
- ☐ Collaborate with partners to design the training modules on the needs and skills required to use products/technology and sustain the business.

Step 5: Accessible training to women users and continuous monitoring

- ☐ Design a structured training schedule with the partners (for a defined period (five to six months)) for continuous learning and skill development of the women.
- ☐ Additionally, conduct in-person (or virtual) training with the target communities.
- ☐ Monitor the participants’ progress regularly and assess the effectiveness of the training programme in terms of increased knowledge and skills and its impact on their business processes. Use feedback to improve and course-correct the programme continuously.

Pro-tips

1. Potential government and NGOs providing training and handholding support are rural self-employment training institutes (RSETIs), Krishi Vigyan Kendra (KVK), Regional Vocational Training Institutes under the Pradhan Mantri Kaushal Vikash Yojana (PMKVY), Khadi and Village Industries Commission (KVIC), Udyogini, Labournet, SEWA Bharat, Development Alternatives, B-Able, and others.
2. Leverage the existing training modules of the partners and customise them to meet the needs of your technology.

Indicative: Required resources and cost and time implications

Resources needed: Human resources (HR) to conduct training need assessment of existing users, identifying training partners, designing training modules, conducting ToT, monitoring training progress; logistics (TA/DA) to conduct ToT; printing of modules; software (Google Sheets) to access real-time training data.

Indicative cost heads*	Cost implications Low: USD 0–2,500 Medium: USD 2,000–5,000 High: USD>5,000	Time implications Low: 1–3 hours/week Medium: 4–5 hours/week High: >5 hours/week	Frequency of expenses
HR (salary)	Medium	Medium	Monthly
Logistics for in-person ToT	Low	High	One-time
Hard copies of training modules	Low	Low	Recurring

**Note: This calculation provides an overview of the primary cost categories associated with the implementation of this tool. Minor expenses may also be incurred.*

Source: Authors' analysis

Potential indicators to measure success

- Number of existing women users trained.
- Increase in the level of confidence and business skills acquired by the trained women.
- Increase in the annual income of the trained after six months of training.

Success story

S4S Technologies (“[S4S](#)”) is a food tech startup that provides marginal women farmers with its United Nations award-winning technology solar-powered dehydrator. To improve gender inclusivity and operational performance, they designed standard training modules to train women farmers on the proper usage of solar conversion dryers.



Image: Source: S4S

Anita Kolte from Bhavadi, Maharashtra, now earns USD 50–60 per month after receiving training from S4S.

Through a pilot scheme, they successfully tested the application of these new processes with 200 women micro-entrepreneurs and 692 women farmers. In addition, they developed new training videos describing the end-to-end dehydration process. Providing training to its women farmers, S4S successfully onboarded 180 women micro-entrepreneurs in Maharashtra and 20 in Odisha, providing them with an opportunity to earn additional livelihoods of up to USD 60 per month, which essentially doubled their primary income, thereby giving them confidence and respect in their society.

Source: [Implementing women-centred initiatives in India](#): Results and lessons learnt on the ground by S4S and Shell Foundation.