



#### Enabling Rural Women Entrepreneurs (RWEs) with Access to Information, Technology, Services, Opportunities and Skills

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# Issue: Stagnation and Decline in Female Labour Force Participation in Select States in North East India & Comparison with Key Mainstream States

#	State	Female Work Force Participation Rate (Labour Force Participation Rate)
1.	Arunachal Pradesh	20.8
2.	Assam	14.2
3.	Manipur	26.8
4.	Tripura	23.5
5.	Andhra Pradesh	37.6
6.	Tamil Nadu	38.3
7.	Rajasthan	37.6
8.	Gujarat	30.7
9.	Jharkhand	35.2
10.	Telangana	41.8
	All India	28.7









Many factors intertwined with each other



#### Primary Role of Caregiver



Social Dynamics - Not Allowed to Work



Lack of confidence, mentorship and support



Women Owned may not be Women Led



Lack of Decision making and influencing ability in the ecosystem



Still highly unorganized as collectives and at an early stage in Life Cycle of Women Entrepreneurs







## Entrepreneurship Life Cycle of Rural Women

Collective/ Self Help Group Microenterprise/Rural Agripreneurs Medium Scale
Enterprises Significant
Employment
Creator

Individual/ Unemployed/ Homecare Giver

Nanopreneur/ Solopreneur

Rural Start-up

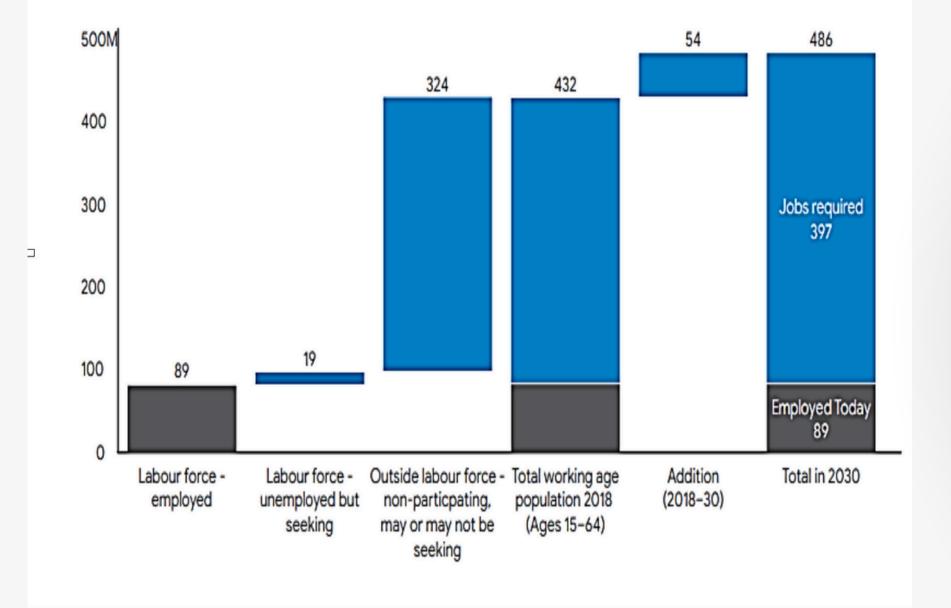
Different Sets of Problems and Opportunities at each level Different Interventions at the Ecosystem Level





Figure 1: There is need to unlock the economic potential of up to 400M women by 2030

Indian women of working age between 15-64



Sources: International Monetary Fund (IMF); World Bank; Centre for Monitoring India Economy (CMIE); Bain & Company analysis

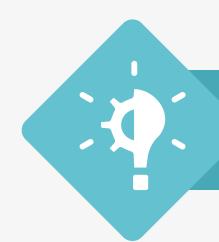




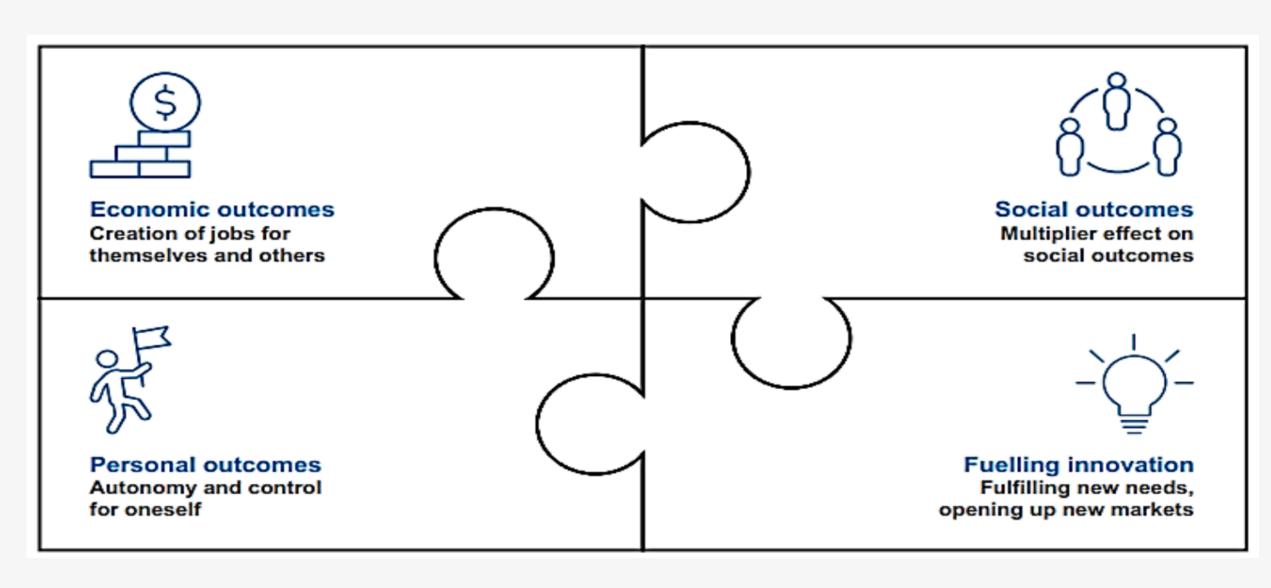
#### Potential Scale







#### The Rural Udyamita Program

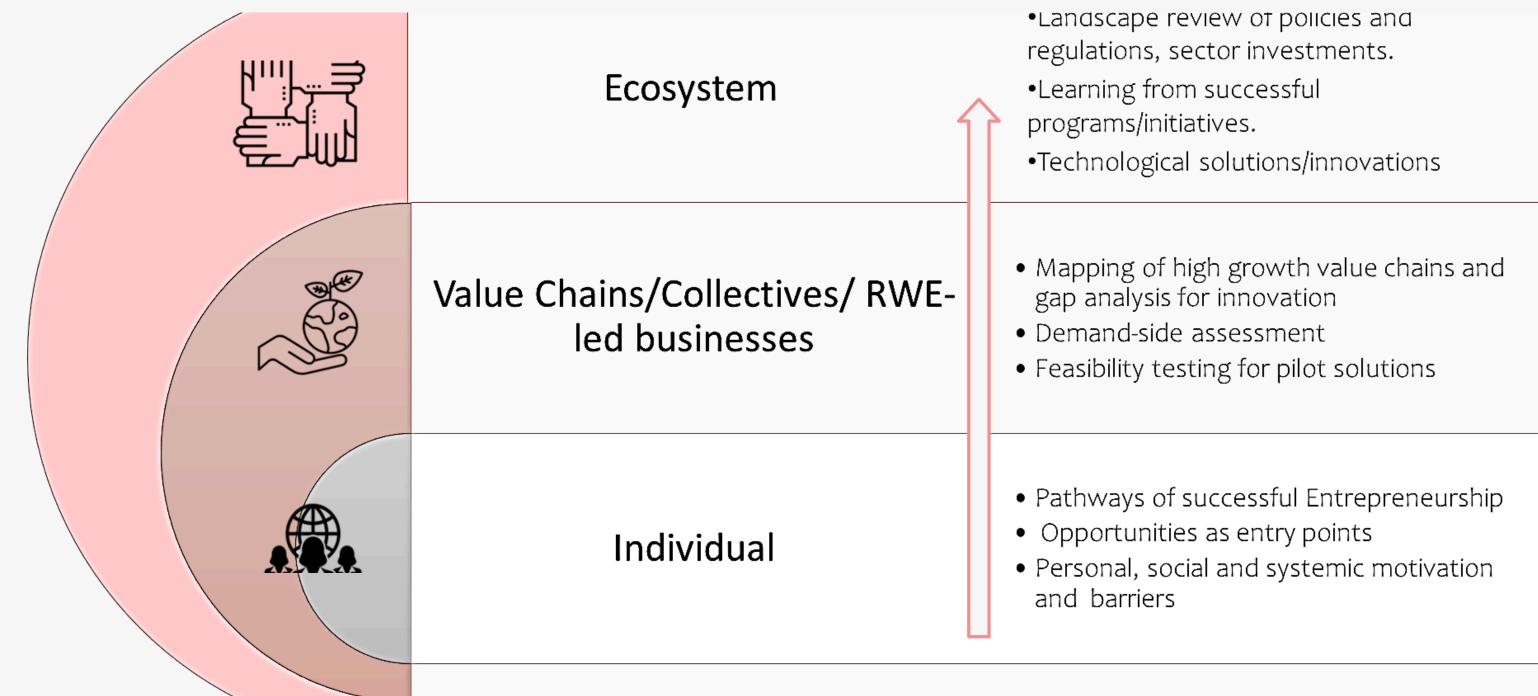


Increase FLPFR by building a robust entrepreneurship environment for women to thrive and succeed in existing and new Micro, Small and Medium Enterprises (MSMEs) which are inclusive, technology enabled and environmentally sustainable.

### The programme Pillars









### Focus: The 6A's Access for Rural Women Entrepreneurs (RWEs)



Access to Market



Pension to jama

Access to
Enterprise
Information;
Schemes &
opportunities



Access to
Enterprise
Development
Support



Access to Digital
Enterprise
Management &
Solutions and
Platforms



Access to Digital
Enterprise
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Solutions and
Platforms





### Traversing the RWE Entrepreneurial Journey





Portfolio & Enterprise management, data and trade management

ideation, planning, execution

**Business** 

Access to information, skills, capacities

Mentoring, facilitation, guidance, linkages, handholding

Access to resources, opportunities, provisions

Formalisation,

registration,

compliances





## How to Enable RWEs?



Enterprise

Information,

Facilitation



RWE clusterbased Udyami Sakhis/ Business Mitras (Male / Female)

> Enterprise Counseling, Mentoring, Guidance

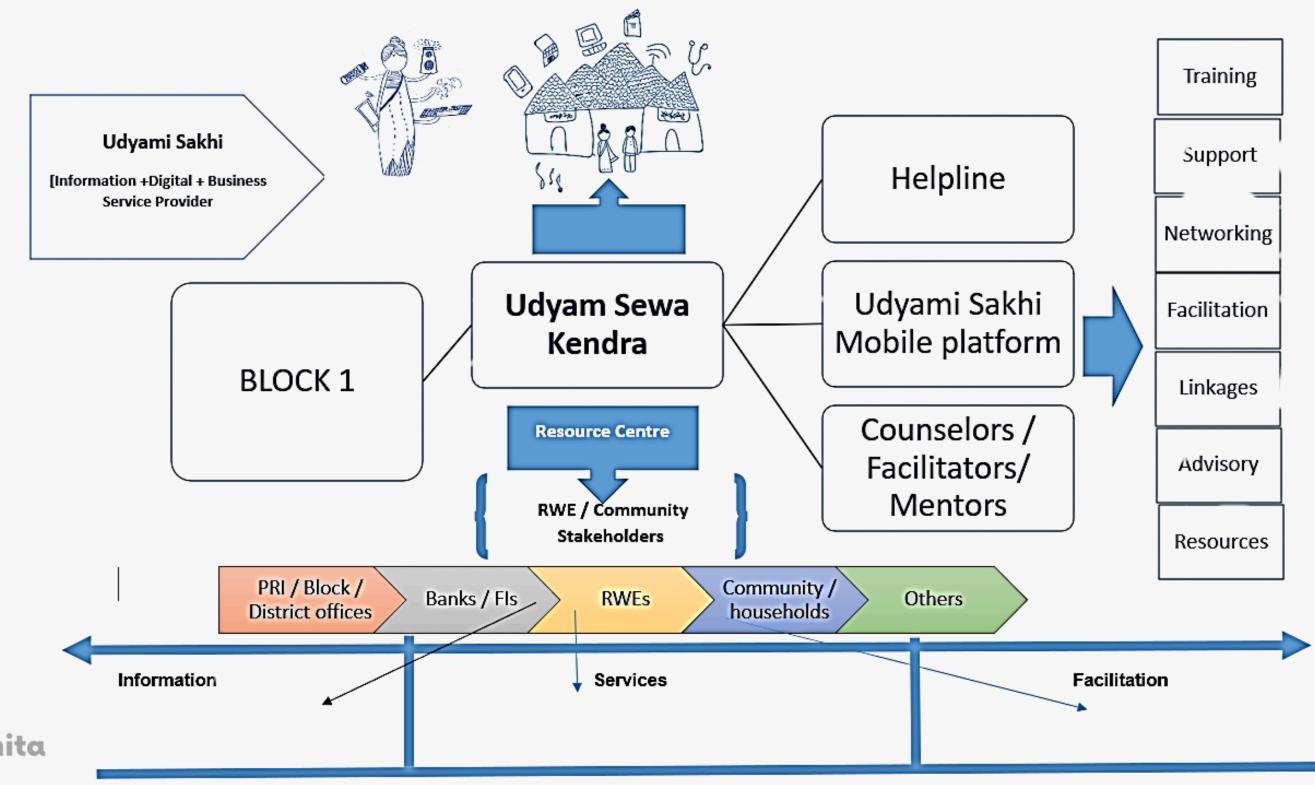
Business Linkages

Rural Cluster level Business Information Facilitation Centre

### The Approach cum model













#### The Access & Digital context for RWEs

Access of & Access to

Communication

Facilitation

Linkages

1

Skills
Information
Product
development
Enterprise
management

2

Networking
Demand &
Markets
Stakeholders'
engagements
Resources,
schemes,
opportunities

3

Opportunities, New Business, services,





### High Jumping the ICT / digital access & opportunity barriers of RWEs



Digital enterprise Management Digital Value Chain Development



Skills and capacities to navigate reference and network

Access to windows of opportunities and resources

Demand generation & markets Digital communication & engagement, network development



Communication

Facilitation

Linkages











100 Udyami Sakhis reaching out to 10000 RWEs

ENABLING THE REACH

10000 RWEs

are being
skilled &
trained in
Assam & West
Bengal

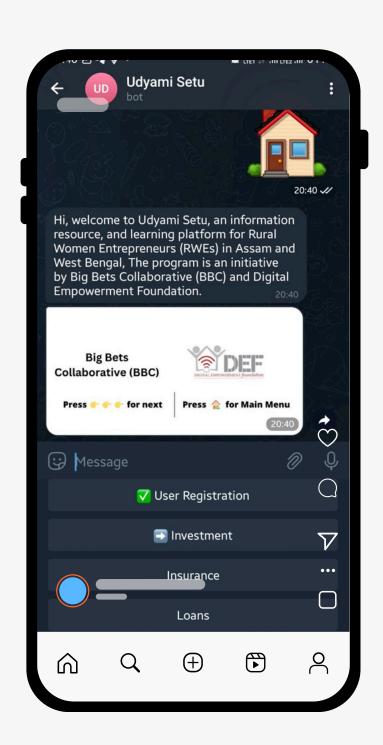
100 rural
clusters level
Digital Udyamita
training &
support

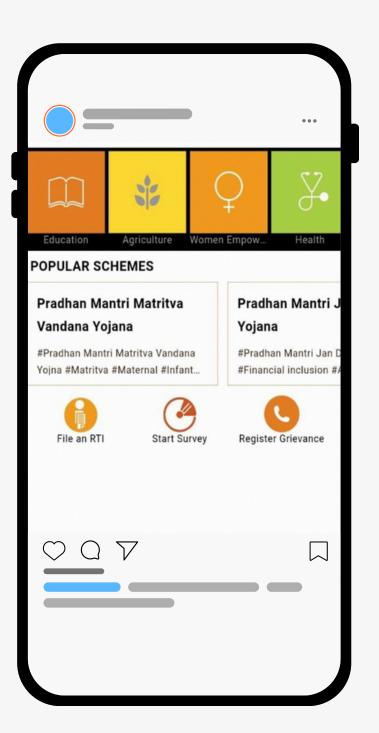




### Navigating digital resources











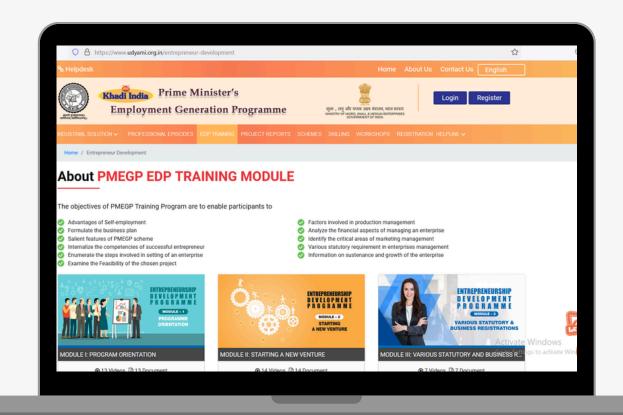


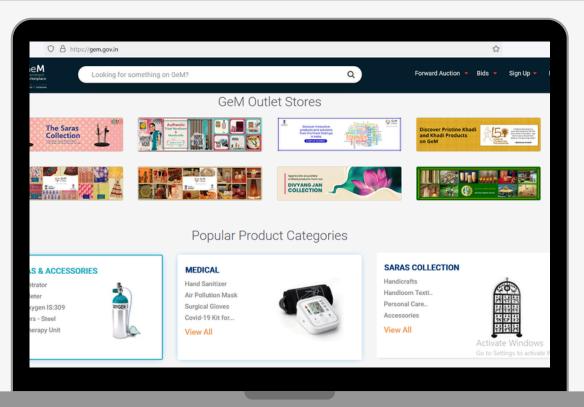


### Accessing Digital Windows of Opportunities





































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