

# 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



# WHY?

**Many factors  
intertwined with each  
other**



**Primary Role of Caregiver**



**Social Dynamics – Not Allowed  
to Work**



**Lack of confidence, mentorship  
and support**



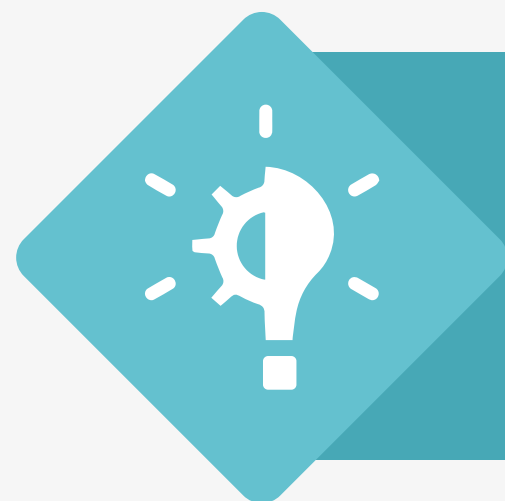
**Women Owned may  
not be Women Led**



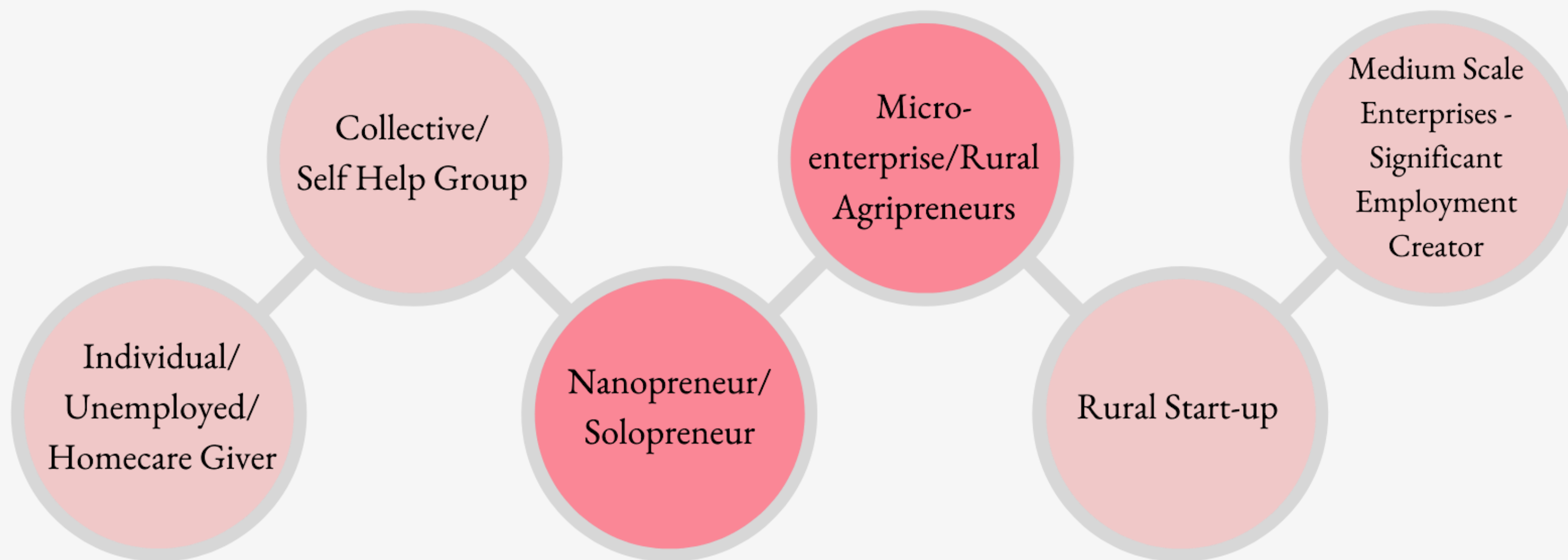
**Lack of Decision making and  
influencing ability in the ecosystem**



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



# Entrepreneurship Life Cycle of Rural Women



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

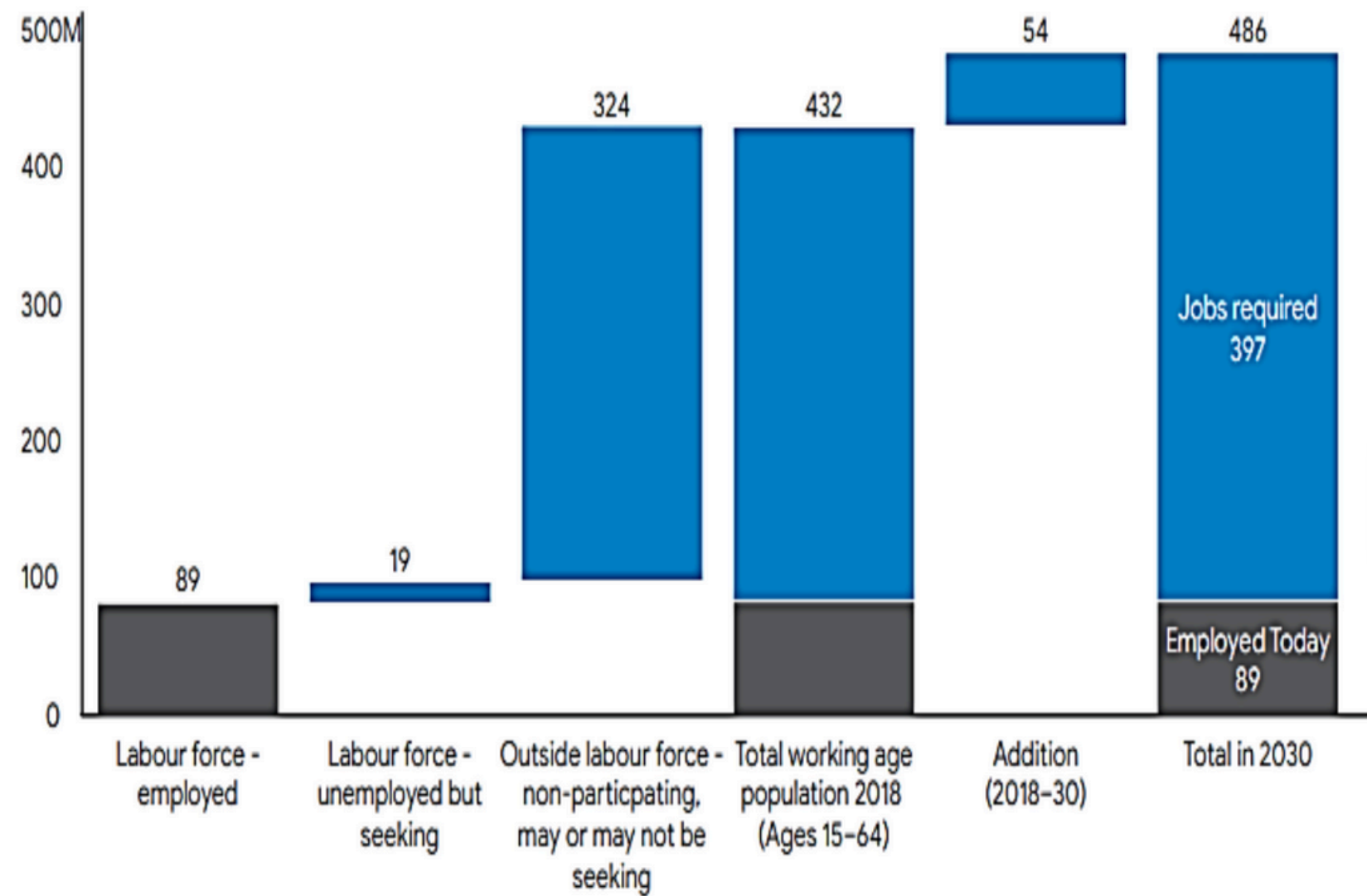




# Potential Scale

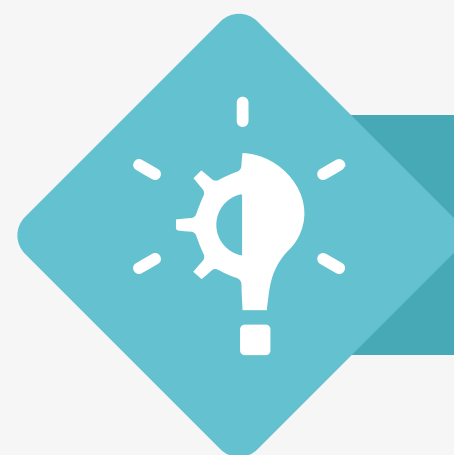
Figure 1: There is need to unlock the economic potential of up to 400M women by 2030

Indian women of working age between 15-64

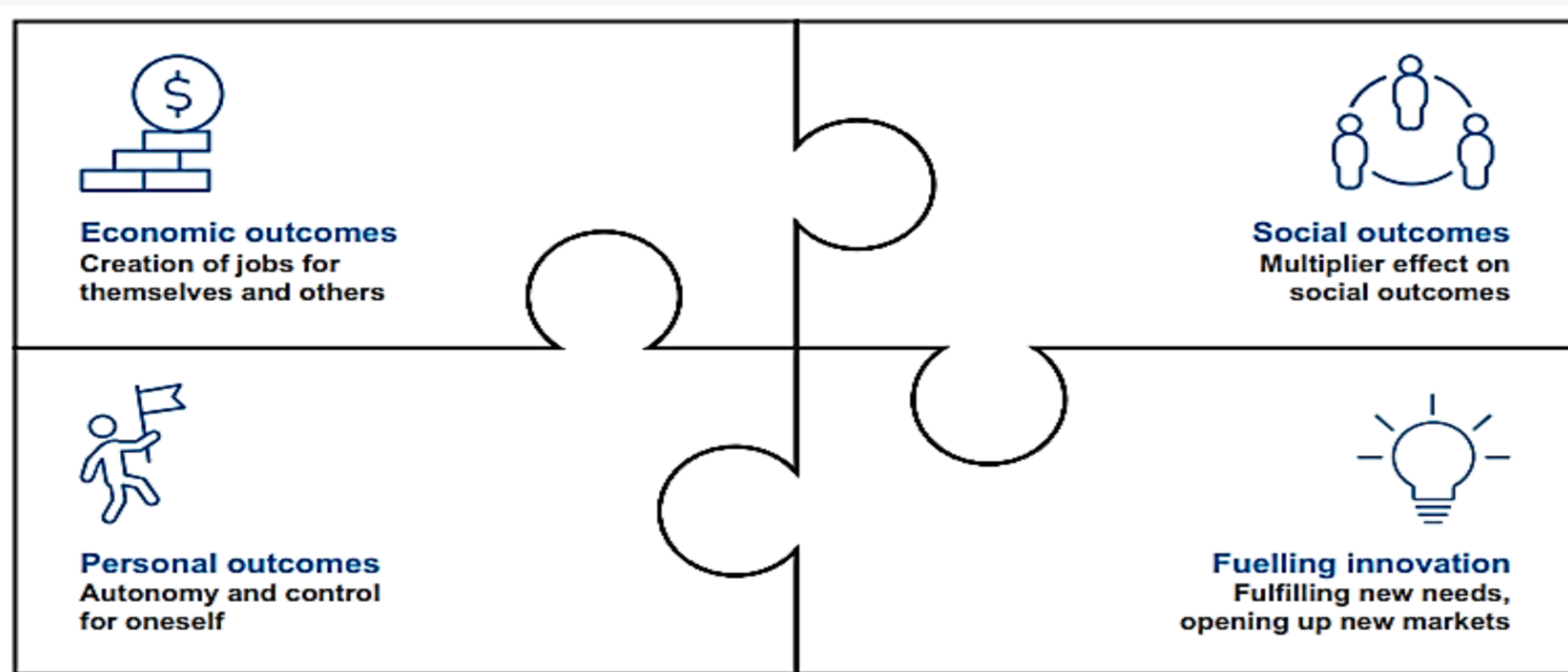


Sources: International Monetary Fund (IMF); World Bank; Centre for Monitoring India Economy (CMIE); Bain & Company analysis





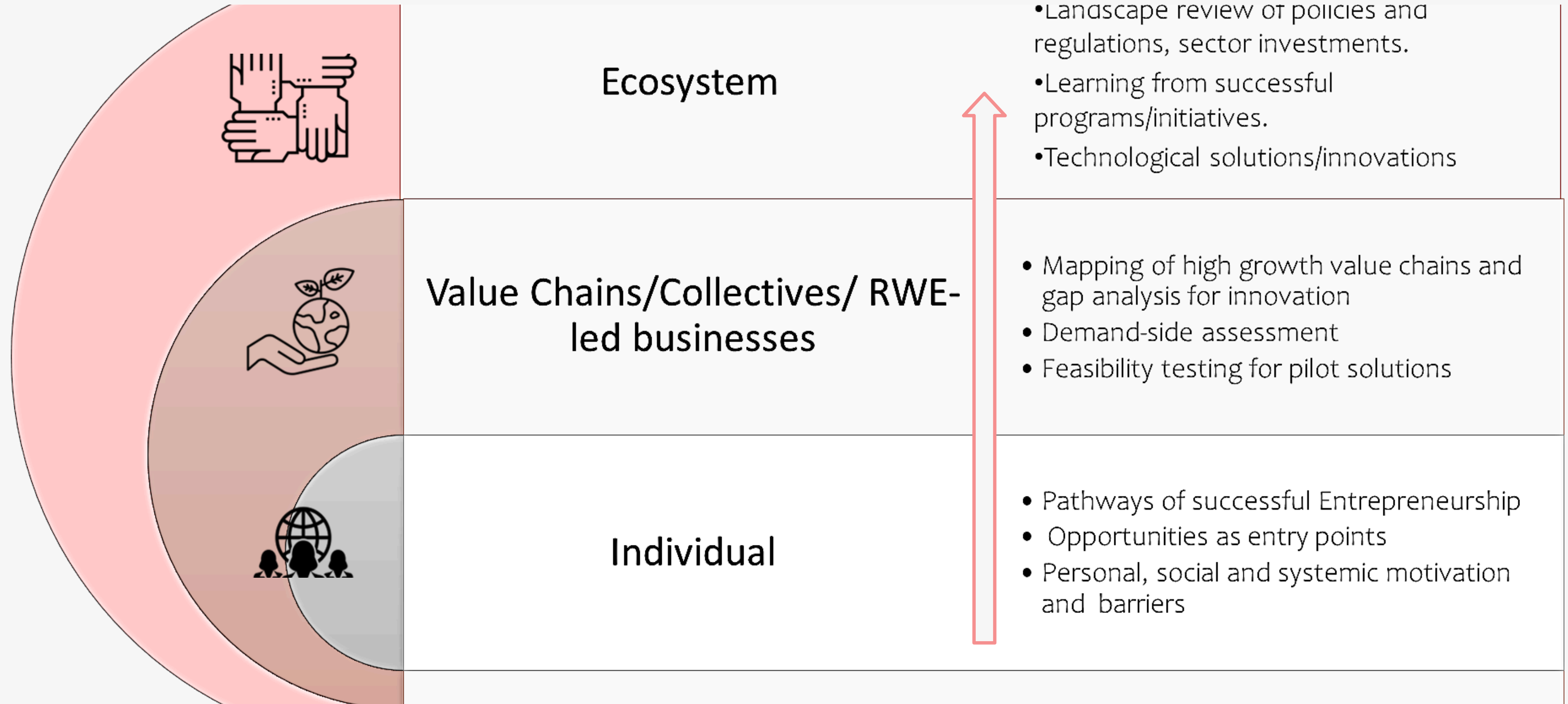
# The Rural Udyamita Program



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



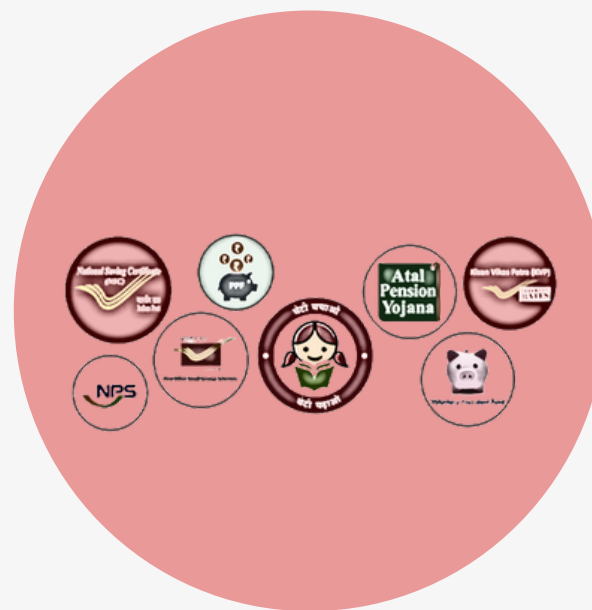
# Focus: The 6A's Access for Rural Women Entrepreneurs (RWEs)



**Access to  
Market**



**Access to Finance**



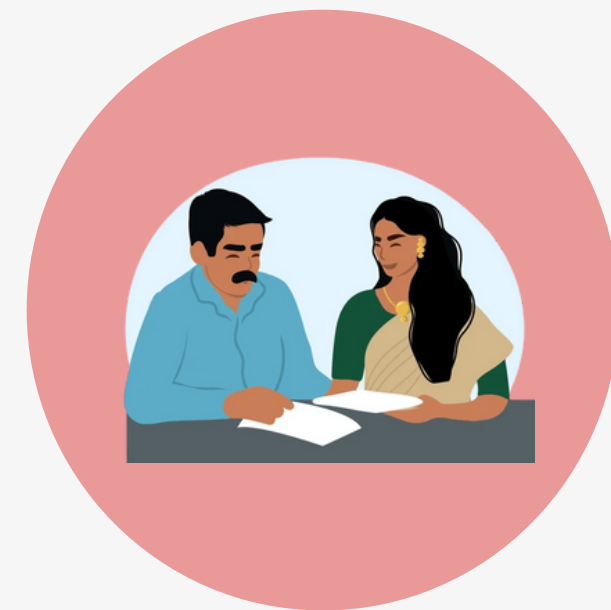
**Access to  
Enterprise  
Information;  
Schemes &  
opportunities**



**Access to  
Enterprise  
Development  
Support**



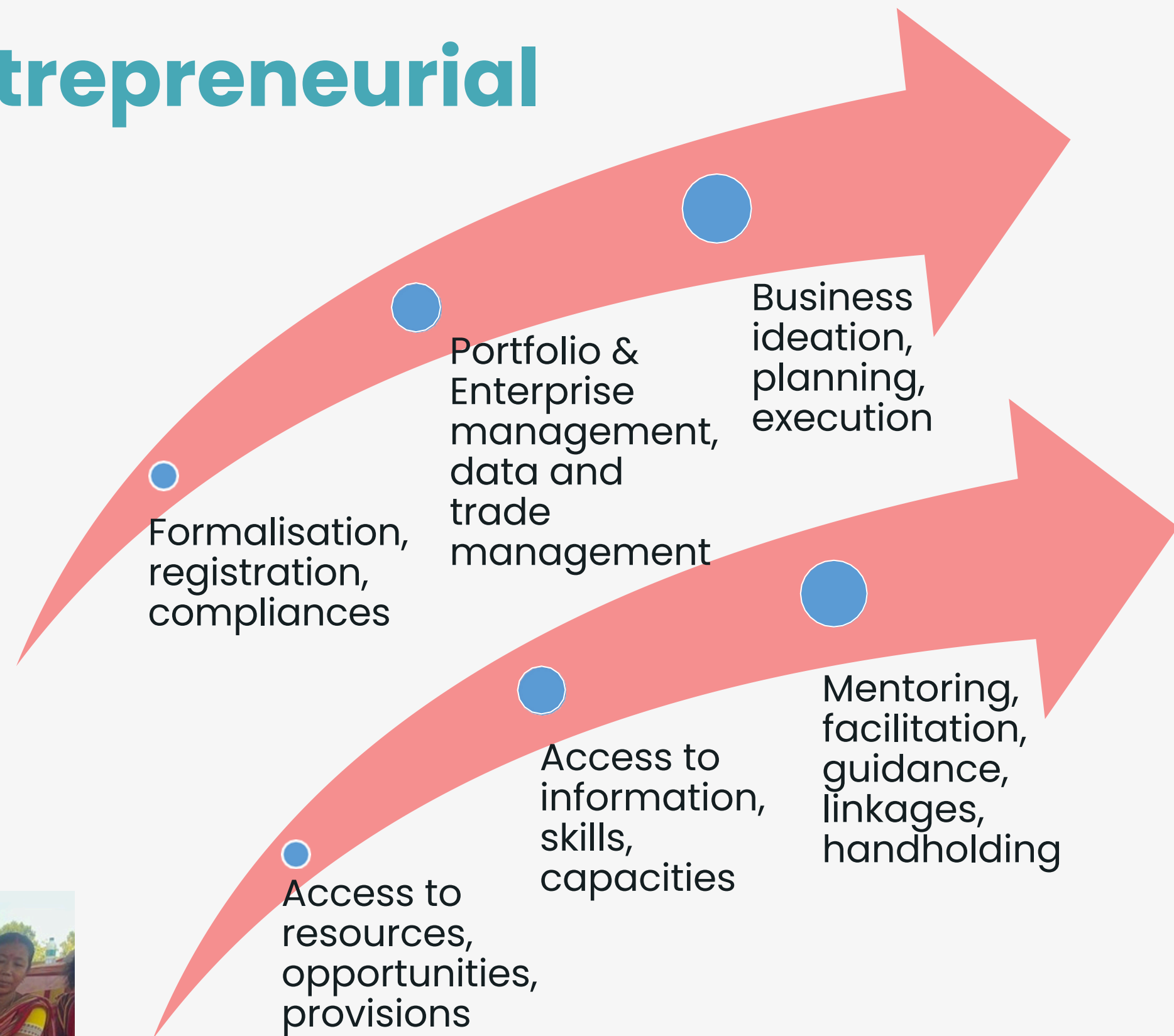
**Access to Digital  
Enterprise  
Management &  
Solutions and  
Platforms**



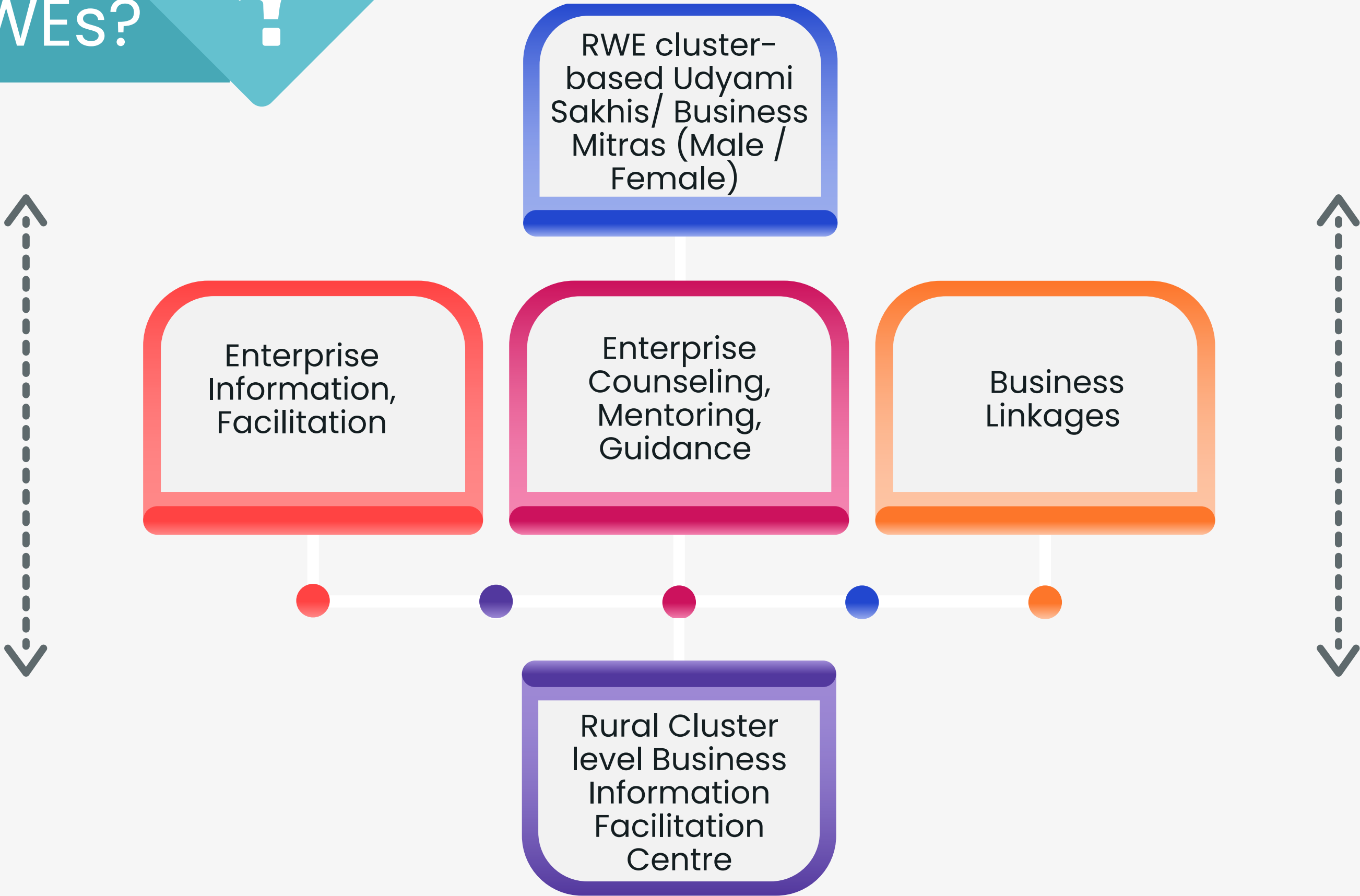
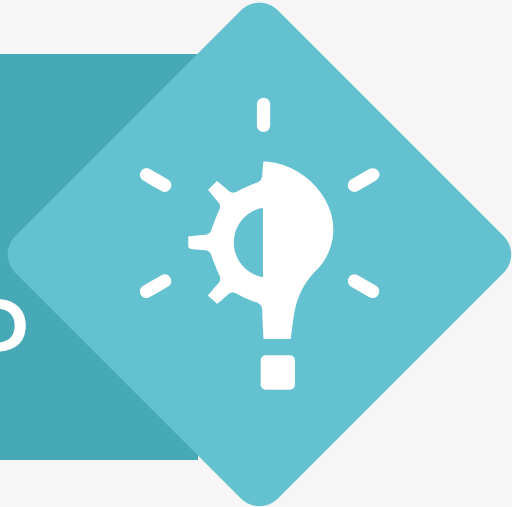
**Access to Digital  
Enterprise  
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Solutions and  
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# Traversing the RWE Entrepreneurial Journey

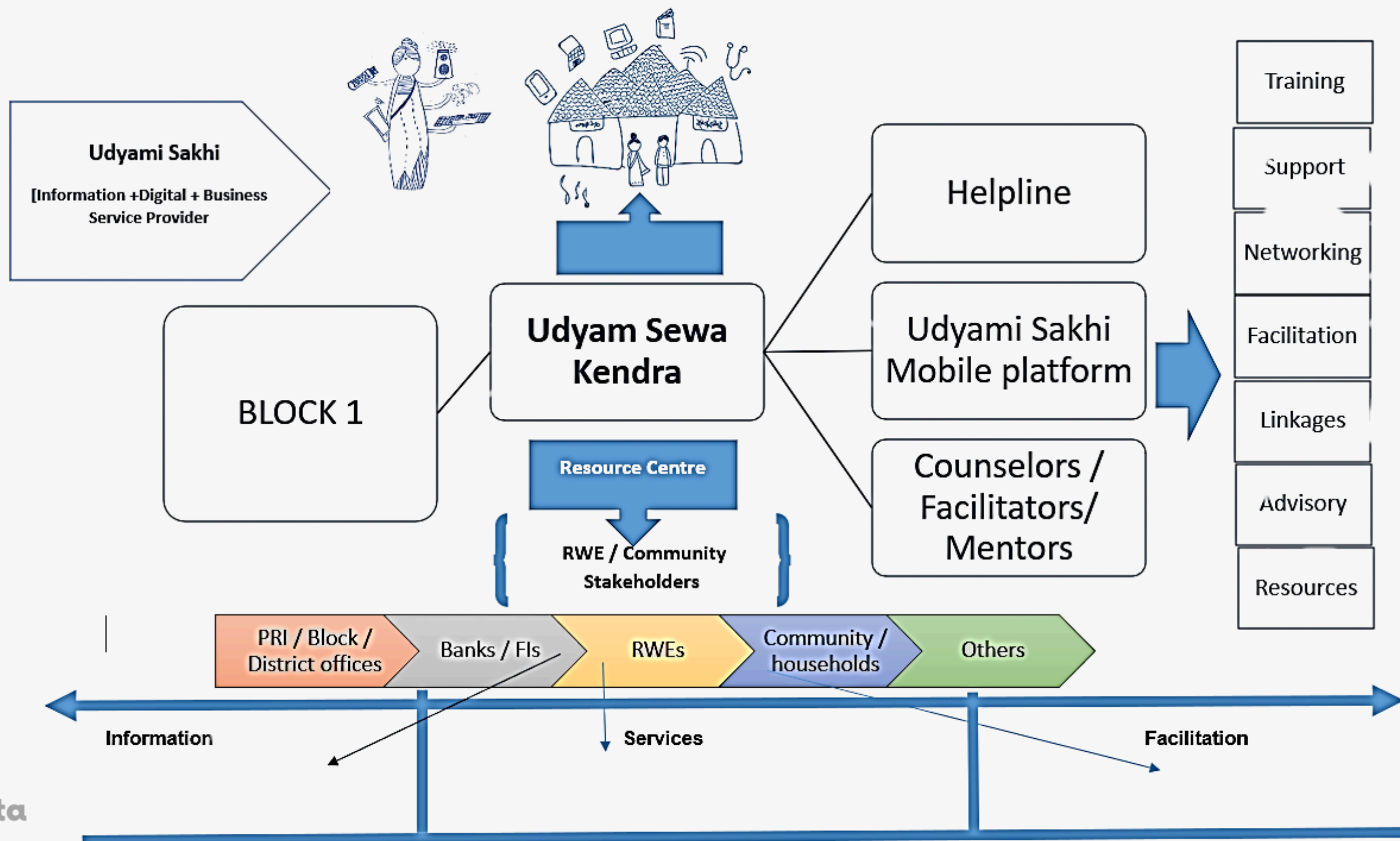
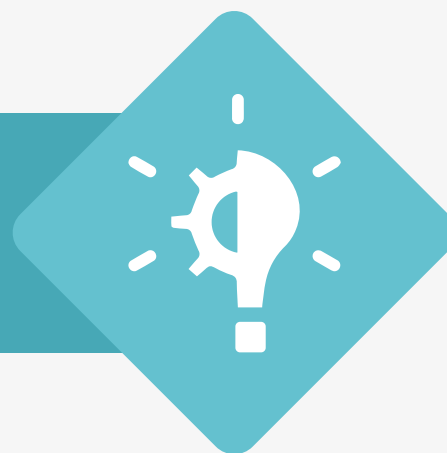


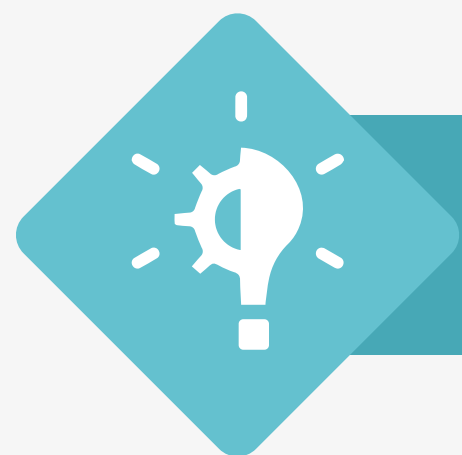
# How to Enable RWEs?





# The Approach cum model





# The Access & Digital context for RWEs

Access of  
& Access  
to

Communi-  
cation

Facilitation

Linkages

1

Skills  
Information  
Product  
development  
Enterprise  
management

2

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

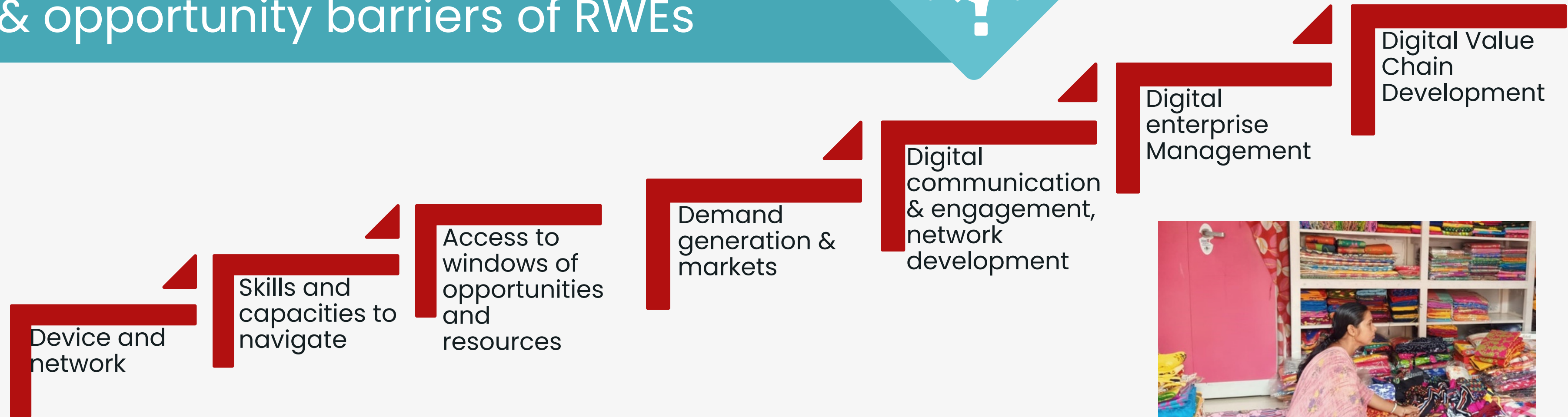
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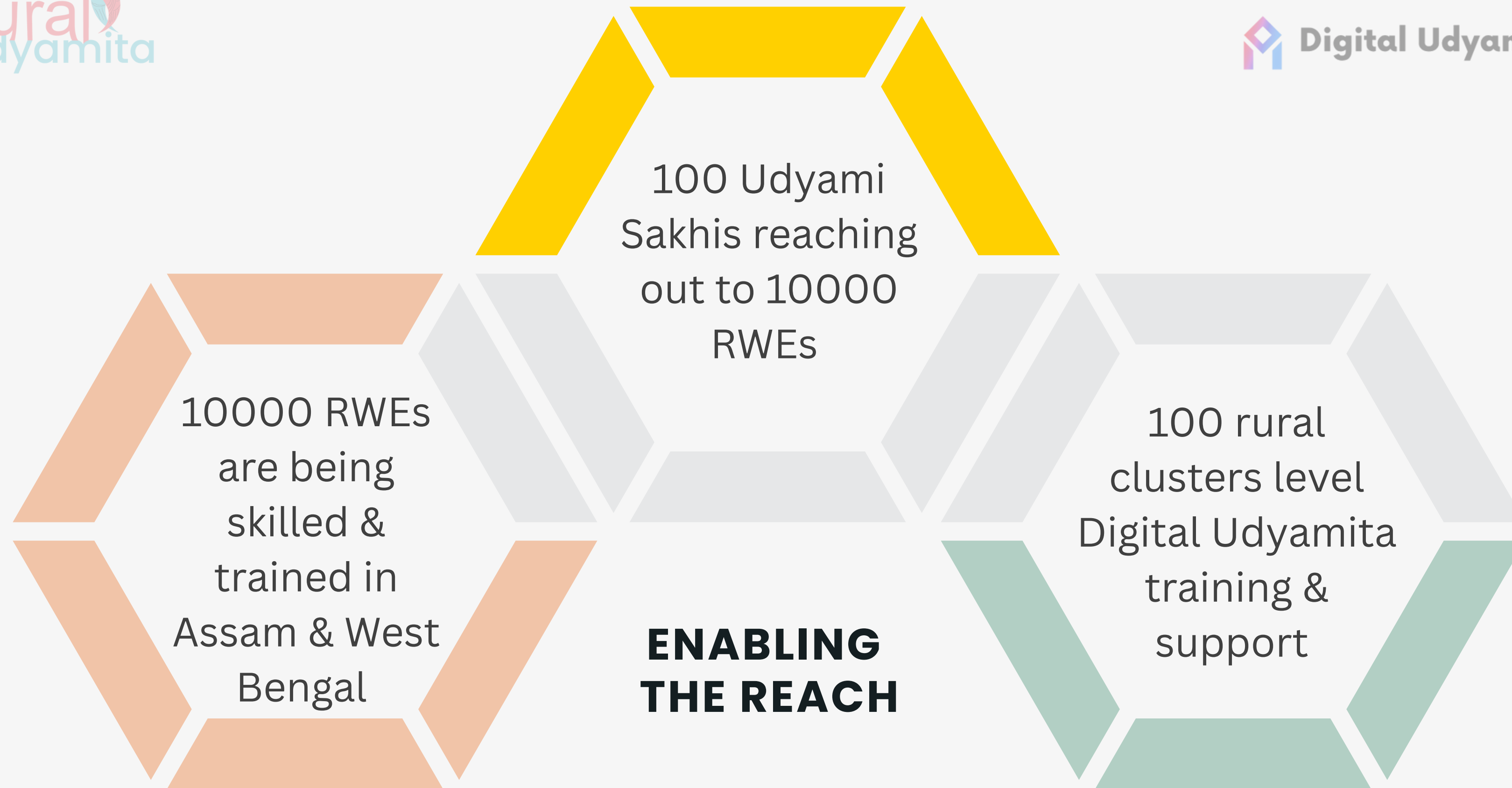
Opportunities,  
New Business,  
services,



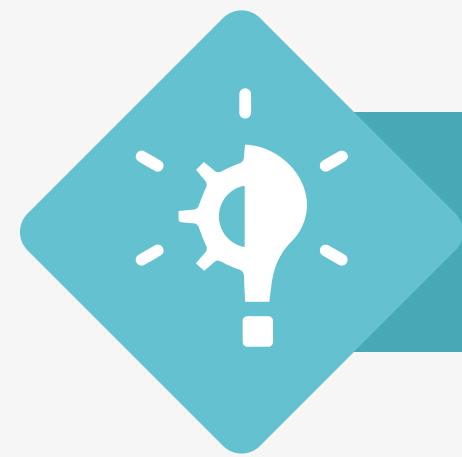


# High Jumping the ICT / digital access & opportunity barriers of RWEs

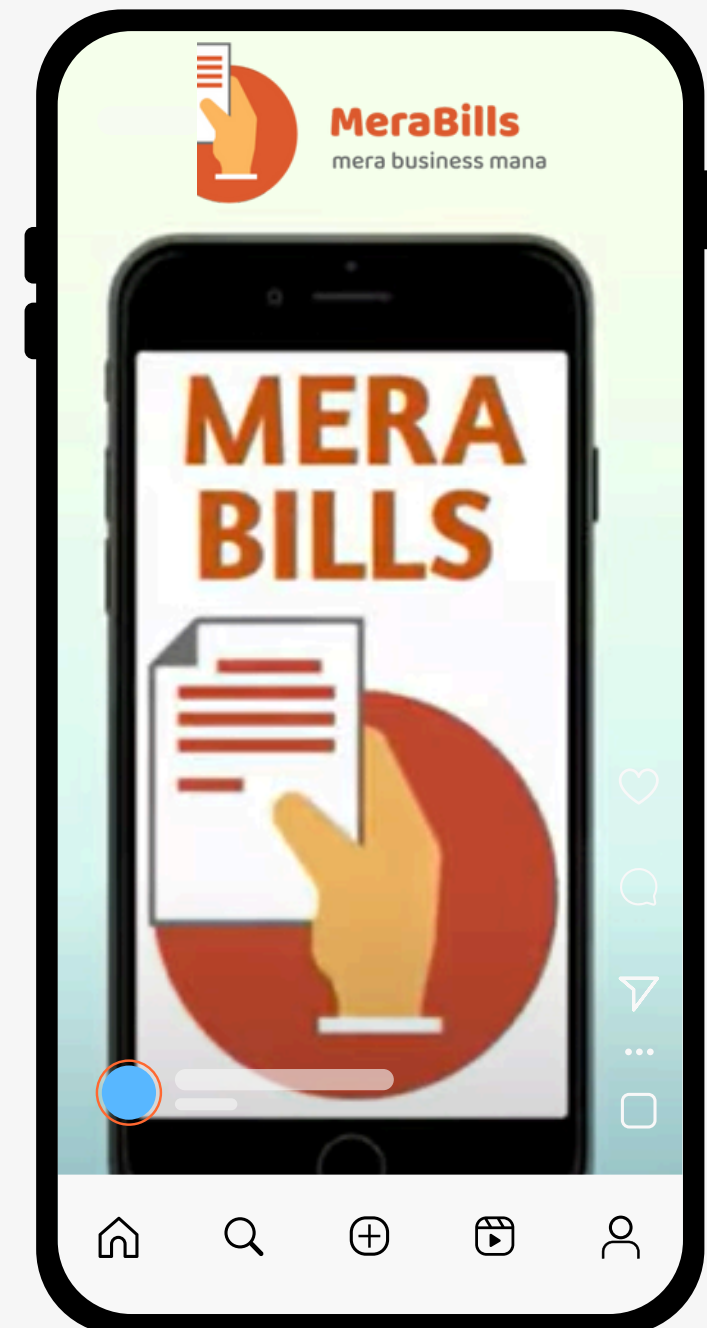
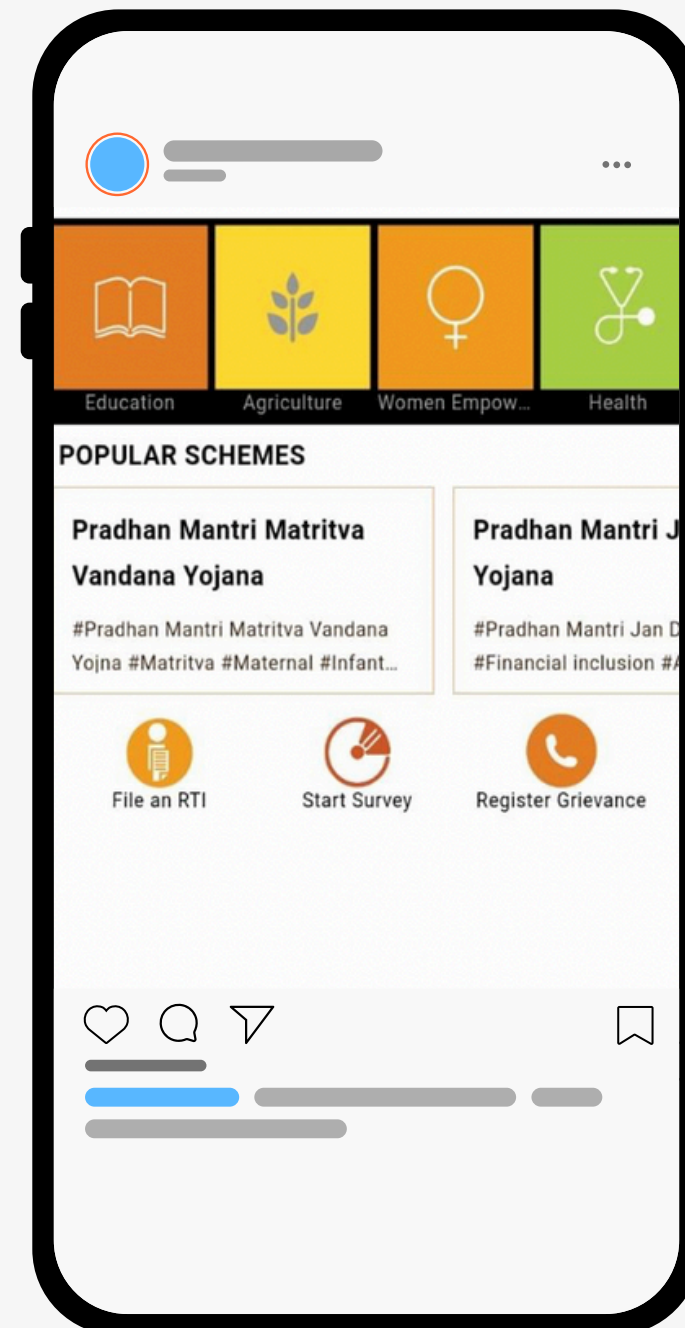
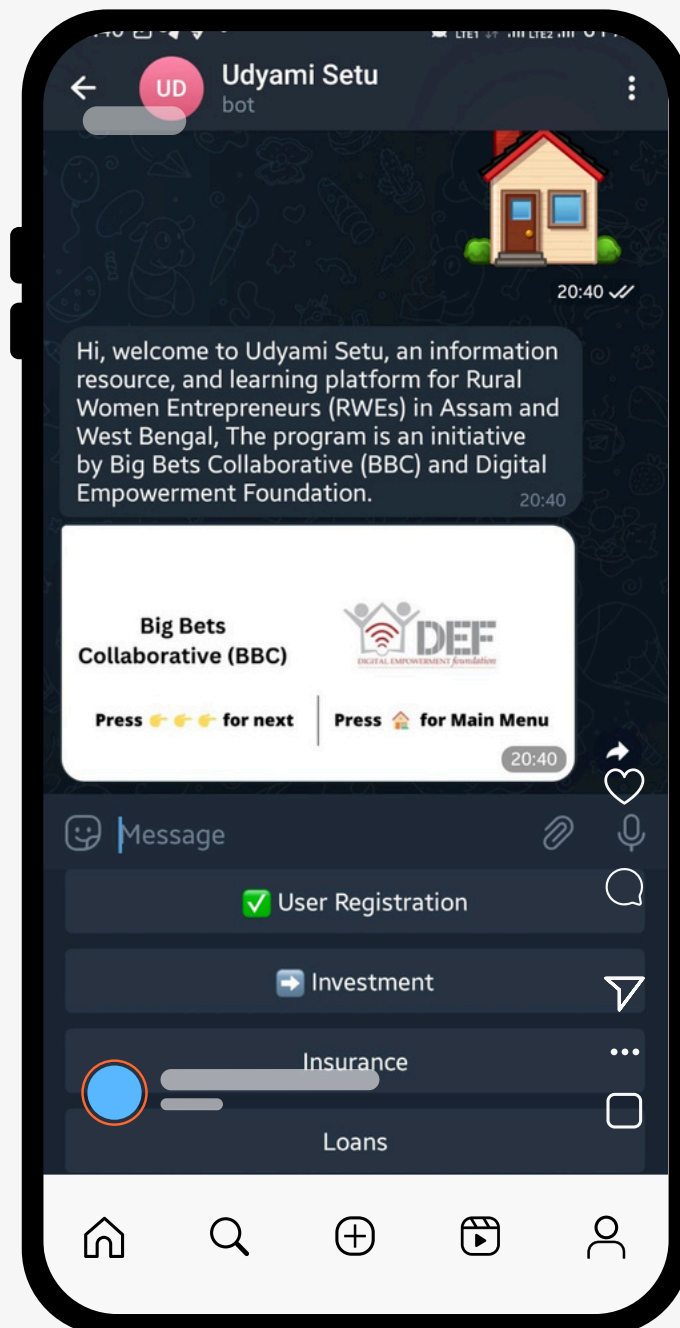






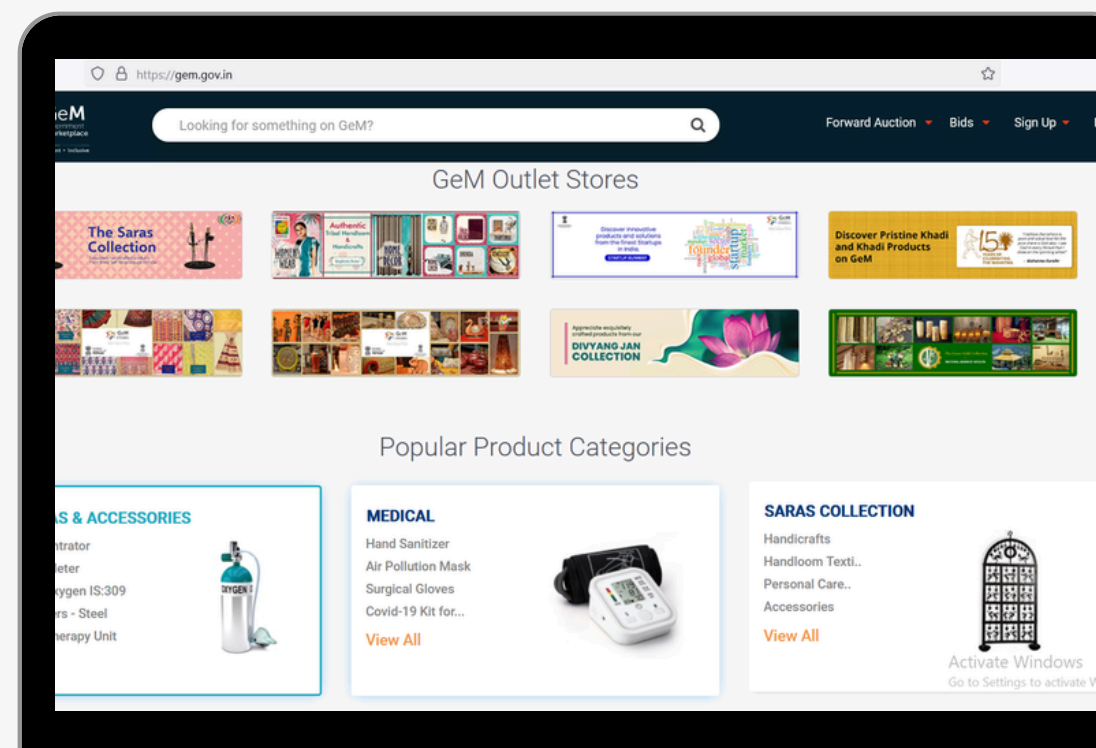
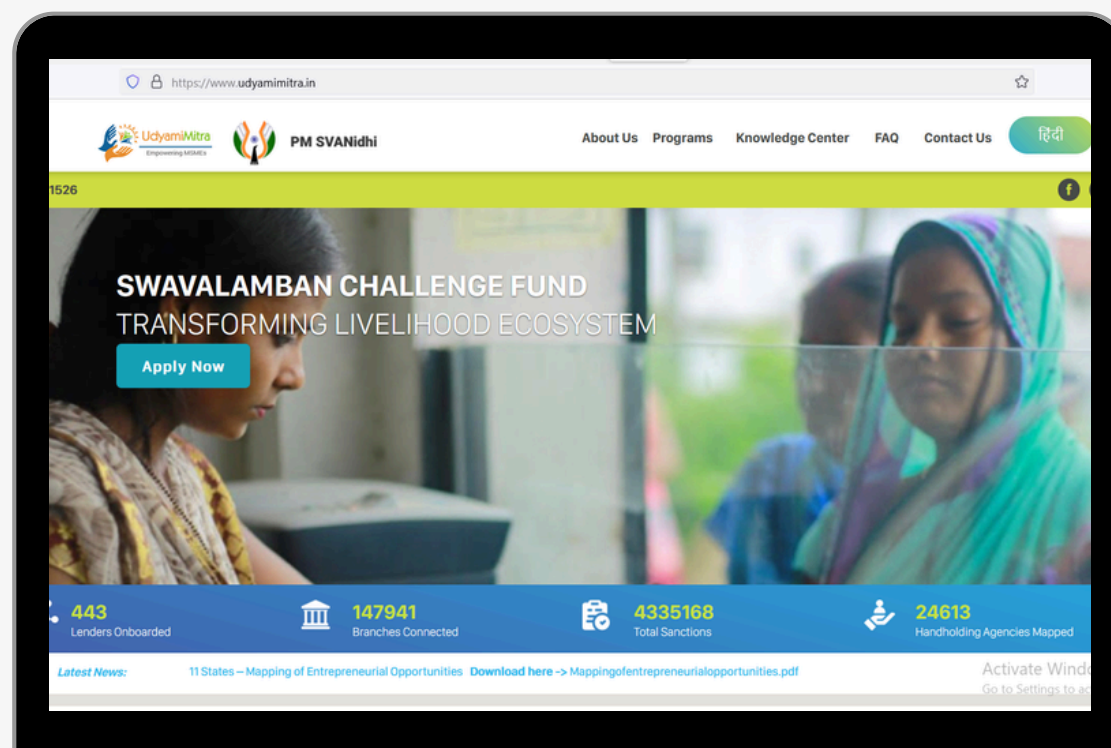
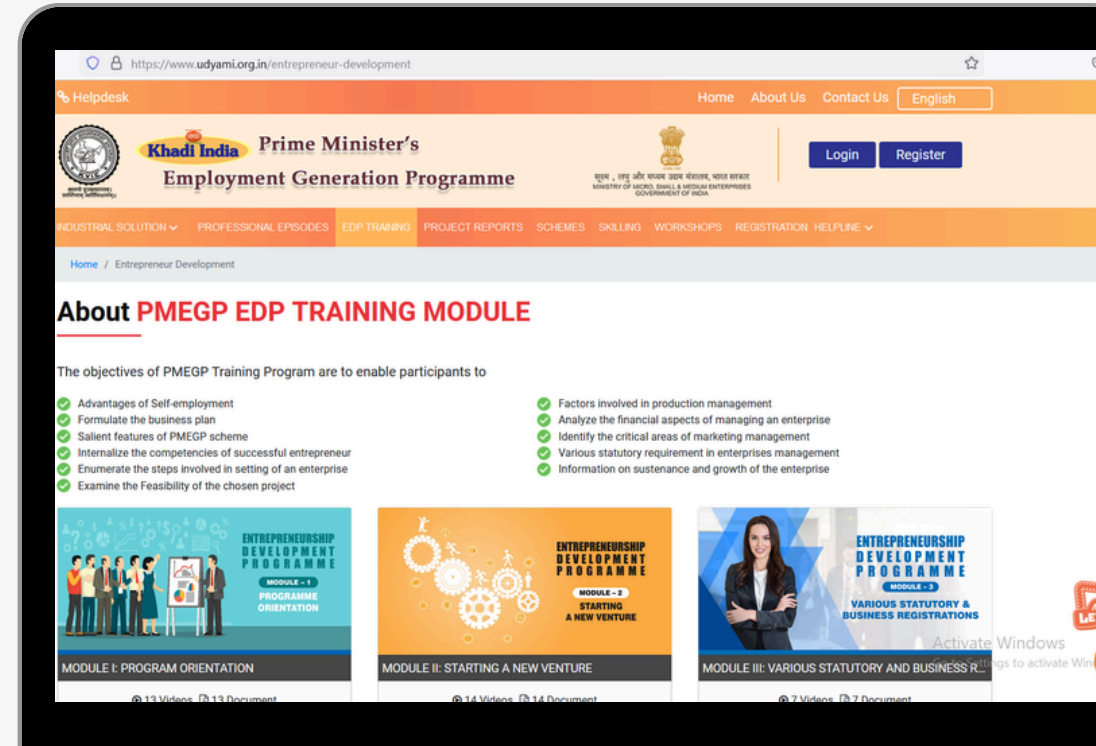
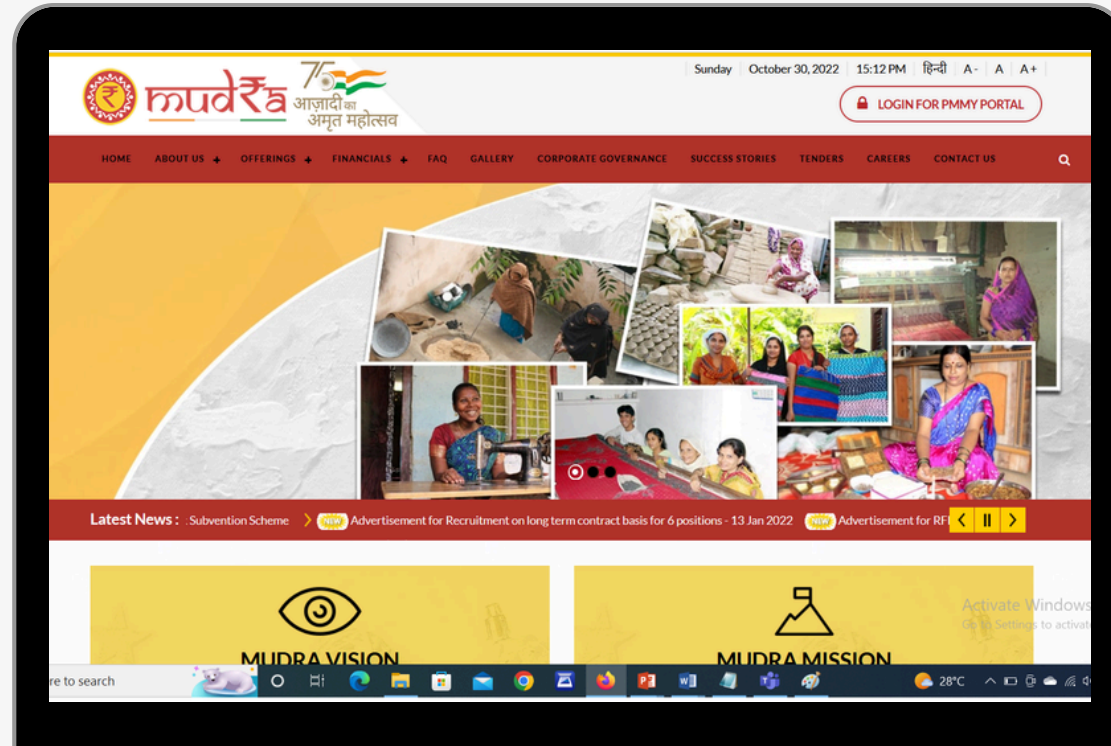


# Navigating digital resources





# Accessing Digital Windows of Opportunities















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