

# Project “Udyamita: Women in Entrepreneurship (WiE)”

*Rural Women Empowerment through Entrepreneurship Education, Skills and Opportunities in Namsai Aspirational District, Arunachal Pradesh*

## Recruitment and training of Udyam/ Udyamita Sakhis



### *A Brief Report*

*December 2025*



## RECRUITMENT AND TRAINING OF UDYAM/ UDYAMITA SAKHIS

### 1. ABOUT UDYAMITA SAKHIS

- i. The project provisioned 2 “Udyamita” Sakhis (Rural Women Entrepreneurship Promotion – Resource Person) – RWEPRP, for the two clusters (spread across 4 Primary Level Federations – PLFs, in both Namsai and Lekang-Mahadevpur Blocks).
- ii. Udyamita RWEPRP are rural women business enabler and facilitator at village / Panchayat level. They are chosen and identified from among the SHG women from the Primary Level Federation (PLF) to support SHGs in collective enterprise development and in SHG members individual Self-Help Entrepreneurship (SHE) development.
- iii. The **role of the “Udyamita” RWEPRP** includes:
  - a) **Entrepreneurship Development (EDN1):** Provide need-based Entrepreneurship Education, information, and awareness; Differentiation between livelihood and entrepreneurship; Need for shift from livelihood towards entrepreneurship; Elements of Entrepreneurship;
  - b) **Entrepreneurship Development (EDN2):** Cultivate new business ideas and scope; Help in business plan development (BPD) and business portfolio development and readiness for pitching and credit and scheme linkages.
  - c) **Entrepreneurship Development (EDN3):** Facilitate in sustained training and skill - in relevant and preferred trades; product development and diversification; backward forward linkages; market linkages; clientele development; communications for business; portfolio development; digital enterprise building; packaging, labelling, branding; financial and digital financial skills; social media for enterprise and business development.
  - d) **Entrepreneurship Development (EDN4):** Financial schemes linkages; women scheme linkages; Entrepreneurship scheme linkages.



## 2. SELECTION CRITERIA: UDYAMITA SAKHI (RWEPRP)

### i. Essential Eligibility (Demographics & Residency)

- **Residency:** Must be a permanent resident of the specific cluster/village in Namsai District where the Udyamita project is proposed. This ensures community trust and availability.
- **Gender:** Female (as the project targets "Women in Entrepreneurship").
- **Age:** Preferably between **21–45 years** (to ensure maturity for handling financial counseling and energy for fieldwork).
- **SHG Membership:** Preference given to a member of an existing Self-Help Group (SHG) or Producer Group, as they will already understand the community dynamics.

### ii. Educational & Technical Qualifications

- **Education:** Minimum **Class 10th or 12th pass**. (Higher education is preferred because they must handle documentation for government schemes and loan applications).
- **Digital Literacy (Critical):** Must possess basic functional computer literacy or a strong willingness/ability to learn.
  - *Reasoning:* The role involves managing an "**Udyamita Centre**" equipped with a laptop, printer, and biometric machine. She must be comfortable operating these devices to deliver services.
- **Smartphone Usage:** Must own or be proficient in using a smartphone (essential for UPI transactions and digital banking promotion).

### iii. Key Competencies & Skills

- **Entrepreneurial Mindset:** Should ideally have some prior experience running a small enterprise or a strong aptitude for business.
- **Communication Skills:** Must be fluent in the local dialect/language of the cluster and have a working knowledge of Hindi/Assamese for coordination with bank officials and district authorities.
- **Financial Numeracy:** Ability to perform basic calculations (essential for budgeting training and financial capability building).

### iv. Mobility & Commitment

- **Mobility:** Willingness to travel within the cluster and occasionally to the block/district headquarters for bank work or training.

- **Time Availability:** Must be able to dedicate significant time (part-time or full-time as per project design) to run the centre and conduct field visits.

#### **v. Selection Process**

1. **Nomination:** PLF/ SHG/Village Organization nominates 3-5 candidates.
2. **Interview:** Assessed by the Field Coordinator to judge confidence and communication skills.

### 3. JOB DESCRIPTION: UDYAMITA SAKHI (RWEPRP)

- **Position Title:** Udyamita Sakhi / Enterprise Enabler **Project:** Women in Entrepreneurship (WEE) Udyamita
- **Location:** Cluster Level, Namsai District, Arunachal Pradesh
- **Target Group:** 400 Women Entrepreneurs (WEEs)

#### i. Role Overview

The Udyamita Sakhi will serve as the primary "Enterprise Enabler" at the village/cluster level. She will operate the **Udyamita Centre** (a digital service hub) and provide continuous handholding, information, and facilitation to women entrepreneurs transitioning from basic livelihoods to sustainable businesses.

#### ii. Key Responsibilities & Scope of Work

##### A. Management of Udyamita Centre

- Manage the daily operations of the cluster-level Udyamita Centre.
- Operate the provided hardware kit (laptop, printer, and biometric machine) to deliver digital services to the community.
- Serve as the central point (hub) for information dissemination regarding business opportunities and services.

##### B. Financial & Digital Inclusion Facilitation

- Drive the adoption of **UPI (Unified Payments Interface)** for daily business transactions to ensure full financial inclusion.
- Facilitate **Entrepreneur Development Loans (EDL)** by connecting women with small finance banks.
- Guide women through the application processes for central and state funding schemes (e.g., MUDRA, NRLM).

##### C. Business Support & Capacity Building

- Facilitate **business planning, counseling, and mentoring** to local women entrepreneurs.
- Support and deliver practical training on **financial capability**, specifically focusing on savings, budgeting, and managing debt.
- Assist women with **digital skilling**, including the use of social media for business development and outreach.

#### **D. Service Delivery & Mapping**

- Map the specific service needs of the Women in Entrepreneurship (WEE) network within the cluster.
- Design and deliver targeted enterprise services based on the identified needs of the beneficiaries.
- Support Rural Women Entrepreneurs (RWEs) in integrating digital support into their existing value chains.



## 4. UDYAMITA SAKHI TRAINING PROGRAM

### 1) Module 1 - Orientation & Role

#### Title: Who is an Udyamita Sakhi?

- **Our Mission:**
  - To empower women in Namsai District by focusing on Education, Skills, and Access.
  - Supporting women transitioning from basic livelihoods to full entrepreneurship.
- **Your Role: The Enterprise Enabler**
  - You are the bridge between the community and business opportunities.
  - You will identify and select women entrepreneurs (WEEs) in your cluster.
- **Key Goals:**
  - Enable 400 women entrepreneurs across our clusters.
  - Provide handholding, information, and facilitation.

### 2) Module 2 - Financial Capability

#### Title: Building Financial Strength

- **Financial Basics:**
  - Training women on practical savings, budgeting, and debt management.
  - Helping women understand the difference between personal money and business money.
- **Digital Banking:**
  - Facilitating the opening of **Zero-Balance Accounts** for every entrepreneur.
  - Promoting the use of **UPI** for daily business transactions.
- **Why Digital?**
  - Ensures full financial inclusion.
  - Creates a transaction history that helps in getting loans later.

### 3) Module 3 - Access to Capital & Schemes

#### Title: Unlocking Government Support

- **Key Schemes to Know:**
  - **Central Schemes:** Pradhan Mantri Mudra Yojana (PMMY); PM Vishwakarma Yojana
  - **State Schemes:** Relevant Arunachal Pradesh livelihood support schemes.
- **Your Task:**

- Improving awareness about these schemes in the community.
- Guiding women through the application process (forms, documents).
- **Credit Linkage:**
  - Facilitating **Entrepreneur Development Loans (EDL)** via small finance banks.



3.

## 4) Module 4 - Operating the Udyamita Centre

### Title: Managing Your Digital Hub

- **The Udyamita Centre:**
  - This is a hub for information, services, and facilitation.
- **Your Tools (Hardware Kit):**
  - Laptop: For applications and record keeping.
  - Printer: For printing forms and documents.
  - Biometric Machine: For Aadhaar-based services.
- **Service Delivery:**
  - Mapping the needs of women in your cluster.
  - Delivering digital services locally so women don't have to travel far.

## 5) Module 5 - Business Mentorship

### Title: Handholding for Success

- **Enterprise Support:**
  - Providing enterprise education
  - Providing business planning and counseling.
  - Helping women set clear business goals.
- **Digital Skilling:**
  - Teaching women to use social media for business outreach.
- **The "Handholding" Approach:**
  - Consistent support is essential for women in rural settings.
  - Be a mentor: Listen to their challenges and help find solutions.

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