Entrepreneurship Awareness Programmes for Potential Women Entrepreneurs

Sponsored by:
National Commission for Women

Implemented by:
Entrepreneurship Development Institute of India Ahmedabad
The much-highlighted demographic dividend of India can reap optimum results only when gender mainstreaming is strategically approached as a parallel strategy. Making women enterprising and enabling them to participate in economic activities is one of the ways of assigning them a prominent status in society. Women Entrepreneurship Development is, therefore, being pursued as a strategy to advance the economic status and prospects of women, nationally and globally. Evidences suggest that women are bogged down by complex circumstances that hinder their mobility, access to information, services and also resources. There is, therefore, a need to offer effective training, counselling and handholding to potential women entrepreneurs to bring about a shift in their attitude, motivation, knowledge and working style. Women empowerment and gender equality are the need-of-the-hour, and entrepreneurship is one way of ensuring this.

Given the efforts of the Government through focussed trainings and progressive schemes, women are also stepping forth to look beyond the confines of traditional jobs, and are venturing into newer avenues that are driven by innovation and entrepreneurship. However, women do require preparedness in terms of knowledge, skills and attitude as well as motivation to take the plunge into entrepreneurship, which is largely viewed with apprehensions.

Realizing this need and to sensitize more and more women to adopt entrepreneurship as a career, the National Commission for Women and Entrepreneurship Development Institute of India have joined hands to build on the entrepreneurial potential among women and orient them to the charms of being an entrepreneur through Entrepreneurship Awareness Programmes.

**Objective**

NCW and EDII will be organizing 100 Entrepreneurship Awareness Programmes (EAPs) across the country in 2023. The objective of the 1-day EAPs is to orient women to the benefits of adopting entrepreneurship as a career and overcome social, economic and familial barriers in becoming entrepreneurs.

**Curriculum**

- **Introduction to Entrepreneurship**: Defining entrepreneurship and its significance; discussing the characteristics of successful entrepreneurs and sharing inspiring success stories of women entrepreneurs.

- **Identifying Opportunities**: Emerging Business opportunities for women; brainstorming potential business ideas; understanding techniques for recognizing market gaps and customer needs; evaluating the feasibility of business ideas and preparing opportunity canvas.
Entrepreneurial Mindset and Challenges: Developing an entrepreneurial mindset: risk-taking, resilience, adaptability, creativity, and leadership, common challenges faced by women entrepreneurs, strategies for overcoming obstacles and managing stress and understanding gender specific issues and challenges.


How to Apply and Eligibility Criteria
Interested Participants can visit ediindia.org for the nomination form and send the filled-in nomination form to baishali@ediindia.org. For enquiries, contact 9949062013.

Those who fill the forms will be approached by EDII team, and through selection mechanism, participants will be shortlisted for the EAP. Apply at least 7 days prior to the commencement date of the programmes. Dates of all programmes are mentioned on EDII Web Portal (www.ediindia.org)

About National Commission for Women
The National Commission for Women (NCW) was set up as statutory body in January 1992 under the National Commission for Women Act, 1990 (Act No.20 of 1990 of Govt. of India) to review the Constitutional and legal safeguards for women; recommend remedial legislative measures, facilitate redress of grievances and advise the Government on all policy matters affecting women.

The mission of NCW is to strive towards enabling women to achieve equality and equal participation in all spheres of life by securing her due rights and entitlements through suitable policy formulation, legislative measures, effective enforcement of laws, implementation of schemes/policies and devising strategies for solution of specific problems/situations arising out of discrimination and atrocities against women.
About Entrepreneurship Development Institute of India

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, MSME development, innovations and institutional building. The Institute has set up Entrepreneurship Development Centres in Cambodia, Lao PDR, Myanmar and Vietnam, Uzbekistan and Rwanda. In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016. The Institute works in a collaborative mode with Government departments and noted corporates to conduct skill building programmes to ensure sustainable livelihood options for diverse target group, especially women. EDII operates through its 7 regional offices and PAN India branch offices, under the Departments of Policy Advocacy, Knowledge and Research; Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.

6th March, 2023: Women artisans trained by EDII, being recognized for their exceptional growth in the presence of noted dignitaries.