



ONLINE

## Promoting Women Entrepreneurship through Community Resource Persons (CRPs)

28 - 30 April 2021

🕒 **9 HRS (3 HRS per day): 2.15 pm to 5.15 pm**



## National Institute of Rural Development & Panchayati Raj

Ministry of Rural Development  
Government of India



## INTRODUCTION TO THE PROGRAMME

The creation of a cadre of mentors for entrepreneurship promotion is a well-accepted methodology and has been included under various livelihood programmes including Start-up Village Entrepreneurship Programme (SVEP) project under DAY-NRLM which is focussing the development of Community Resource Persons (CRPs) for Entrepreneurship Promotion (CRP-EP) as local level mentors for supporting rural women to start their small businesses. The success of the mentorship model lies on the methodology and curriculum adopted for imparting training to these CRPs. There is a need to improve the training and capacity development of these CRPs with a regular interval to appraise them about changes in the policies and programmes and also impart them new skills to facilitate them to implement both on-farm and non-farm livelihood programmes more effectively.

## GOAL

The purpose of this online training programme is to inform and capacitate rural development and Panchayati raj functionaries and other stakeholders who are associated with entrepreneurship development programmes and schemes on effective approaches towards women entrepreneurship through community resource persons (CRPs).

## LEARNING OBJECTIVES

By the end of the course participants should be able to:

- Understand the key issues, facts and figures around women entrepreneurship.
- Identify and assess various constraints and challenges faced by aspiring and existing women entrepreneurs.
- Familiarise various govt. policies and schemes towards enterprise development and skill promotion.
- Analyse promising practices to promote women entrepreneurship.

## TARGET AUDIENCE

- Officials from MSME, KVIC, SIDBI, Rural Financial Institutions, NRLM, SRLMs
- Faculties from SIRDs, ETCs, RSETIs, EDIs, IIEs;
- Representatives from NGOs, Women Industry Associations;
- Young professional associated with SVEP;
- Community Resource Person - Enterprise Promotion (CRP-EP)
- Practitioners working on women entrepreneurship
- Development partners and CSR affiliates

## COURSE CONTENT

1. Introduction to women entrepreneurship (Key issues, facts & figures)

2. Gender and psycho-social dimensions of entrepreneurship

3. Govt. Schemes and programmes; Good practices

4. Exposure to various training modules i.e. UNDP's Biz Sakhi

5. Business registration, regulations, compliances, Use of IT /online portals

6. Marketing, Incubation, branding & packaging, mentoring & handholding, FPOs, SHGs, Value Chain, financial inclusion,

## INFORMATION AND REGISTRATION

- The program will be in English.
- Preference will be given to those, who are currently associated with women entrepreneurship schemes or programmes.
- E-certificate will be issued to all registered participants who will attend all sessions and complete the evaluation and feedback.
- Only short-listed participants will be provided with online meeting links.
- Please fill all details in the following link:-

<https://forms.gle/UBBL2kMktdw9NNCE9>

## DEADLINE FOR APPLICATION

The deadline for applications is 25 April 2021.

Programme Co-ordinators	
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