

August 2019

The month that was

- ▶ 3 workshops on value chains for women entrepreneurship were held in Guwahati, Hyderabad and Jaipur, which were attended by 140 ecosystem experts and entrepreneurs. The objective was to gain insights into the top sectors and value chains that lend themselves to entrepreneurship for women-led enterprises in all three project implementation regions. The results of the workshops will inform a study of the top 3 value chains per region, which will be published in September 2019.
- ▶ The project implementation partners launched outreach activities to drive up entrepreneur applications for the incubation and acceleration programmes offered in the three implementation regions. All three implementation partners have conducted information sessions, bootcamps and mobilisation on social media, radio and newspapers to reach out to applicants.



Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), to promote aspiring and existing women entrepreneurs in India. The project supports aspiring women entrepreneurs to turn their ideas into a business through a seven-month incubation programme. Women entrepreneurs with existing enterprises are supported to scale up through a six-month acceleration programme. These incubation and acceleration programmes are offered in small cities and towns of Assam, Meghalaya and Manipur in Northeast India, Rajasthan and Telangana in collaboration with local partner organisations.

Under the name of 'Her&Now', the project also implements a media campaign to tell the stories of successful women entrepreneurs and to foster a positive mindset change in society.

Spotlight

Women entrepreneurs face different realities and challenges than men. The current ecosystem in India is not geared to give women entrepreneurs adequate support. Access to information on government schemes and to business networks, enhanced mobility for work, self-confidence building and negotiation with family are some of the key factors that women entrepreneurs need to start and run their own businesses successfully. That's why targeted programmes and focused initiatives are needed.

Key findings from the value chain analysis consultation workshops.

The journey ahead

Implementation partners **Startup Oasis** in Rajasthan and **WE Hub** in Telangana, will select the women entrepreneurs to be supported by project Her&Now in various cities across the two states in the first and second weeks of September. The incubation and acceleration programmes for these women entrepreneurs will be launched on 20th September in Rajasthan and 25th September in Telangana. In North East, **Dhriiti** will conduct scouting and selection throughout the month of September and the programmes will be launched on 15th October.



To know more about the project, contact: herandnow@giz.de