

INDIVIDUAL COURSE DETAILS

ITEC

Empowering Women Entrepreneurs for Rural Development

A. Name of the Institute	NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH TARAMANI, CHENNAI – 600 113. [Ministry of Education, Government of India] Taramani, Chennai – 600 113, INDIA.
B. Title of the Course	Empowering Women Entrepreneurs for Rural Development
C. Course Duration	Weeks : 2 Start Date : 22.01.2025 End Date:04.02.2025
D. No. of days of Training	Days: 14 (including weekends) learning hours (Approximate): 80
E. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit 4. Target Group	Bachelor's degree in any field nil 20 to 45 years <ul style="list-style-type: none">• Entrepreneurs and business owners in rural areas.• Professionals working in the field of rural development.• Individuals interested in starting businesses that contribute to rural development.• Those passionate about empowering women in entrepreneurship.
F. Aims & Objectives of the Course	The aim of this course is to equip participants with the knowledge, skills, and mindset necessary to empower women entrepreneurs in rural areas, fostering sustainable economic development and social progress. Objectives: <ol style="list-style-type: none">1. To demonstrate leadership skills by formulating innovative strategies for empowering women entrepreneurs in rural settings.2. To apply knowledge of sustainable business practices to design and implement strategies that contribute to economic, social, and environmental sustainability in rural areas.3. To analyze financial data and formulate effective strategies for managing resources, accessing funding, and making informed investment decisions in the context of rural enterprises.4. To evaluate and establish collaborative networks among women entrepreneurs, local communities,

	<p>and stakeholders, demonstrating the ability to create synergies for collective development.</p> <p>5. To assess and propose gender-sensitive solutions to address challenges faced by women entrepreneurs in rural environments, promoting inclusivity and gender equality within business initiatives.</p>
<p>G. Details of Content of the Course / Training Schedule (<i>pl attach a simple thematic / day-wise schedule (topics covered)</i>).</p>	Attached
<p>H. Mode of Evaluation of Performance of the ITEC Participant</p>	Assign group projects that require participants to work together to develop a comprehensive Rural Entrepreneurship Development Plan.
<p>I. Platform for delivery of online course (wherever applicable)</p>	NA
<p>J. Name of the Department</p>	Centre for Rural and Entrepreneurship Development
<p>K. Name of Coordinator</p>	Dr.P.Jakulin Divya Mary
<p>L. Resource persons</p>	<p>Dr.K.S.Giridharan Dr.M.Anil Kumar Dr. R. Santhakumar Dr.Vinod Kumar Adigopula Dr.Seshu Babu Pulagara Mr.M.Sutaarson Guest Faculty</p>

Rationale of the Course - Empowering Women Entrepreneurs for Rural Development

The course "Empowering Women Entrepreneurs for Rural Development" is anchored in a rich body of literature that underscores the critical importance of transformative approaches in rural economies, particularly through the empowerment of women. Acknowledging prevalent gender disparities in rural settings, the course draws insights from seminal works such as Sarkki et al. (2021), which highlight the transformative potential of women-led initiatives. This literature emphasizes the role of entrepreneurial empowerment in unlocking the economic potential of women and addresses the necessity of sustainable business practices, aligning with the ideas presented by Bobek et al. (2023).

Moreover, financial barriers often obstruct the growth of women-led enterprises, a challenge addressed by the course with inspiration from works like Ubfal (2023), advocating for enhanced financial literacy as a catalyst for economic advancement. Collaborative networks, a key theme in the course, are explored through the lens of Ditel (2023), illustrating the transformative power of community-driven initiatives. The course's emphasis on gender-sensitive solutions aligns with the research of Bakker (2023) which underscores the importance of inclusivity in entrepreneurship for sustainable community development.

Thus, the course synthesizes insights from these influential works to craft a transformative learning experience. It strategically integrates theoretical foundations with practical applications, ensuring that participants are equipped with the knowledge and skills needed to drive positive change in rural communities through the entrepreneurial empowerment of women.

Day-wise schedule:

Date	Forenoon	Afternoon
Module 1: Setting the Foundation		
22.01.2025	Introduction to Rural Entrepreneurship and Gender Dynamics	Understanding Rural Economies and Markets
23.01.2025	Sustainable Business Practices in Rural Contexts	Financial Literacy and Resource Management
24.01.2025	Leadership Development for Women Entrepreneurs	Creating Collaborative Networks and Community Engagement Strategies
Module 2: Building Practical Skills		
24.01.2025	Sustainable Community Development Workshop	
27.01.2025	Field Visit to Successful Women-led Rural Enterprises	
28.01.2025	Marketing and Branding Strategies for Rural Businesses	Technology Integration for Rural Entrepreneurs
Module 3: Advanced Concepts and Applications		
29.01.2025	Legal and Regulatory Considerations for Rural Entrepreneurs	Financial Planning and Risk Management
30.01.2025	Field Visit to Innovation Hubs or Incubators	

31.01.2025	Scaling Up and Replication Strategies	Policy Advocacy and Women's Empowerment
Module 4: Impact Assessment and Future Perspectives		
03.02.2025	Participants will work in groups to develop a comprehensive Rural Entrepreneurship Development Plan for a selected community	
04.02.2025	Participants presents their Rural Entrepreneurship Development Plan to the rest of the participants, simulating a real-world scenario where plans are pitched to potential stakeholders.	

References:

1. Sarkki, S., Dalla Torre, C., Fransala, J., Živojinović, I., Ludvig, A., Górriz-Mifsud, E., Melnykovich, M., Sfeir, P.R., Arbia, L., Bengoumi, M. and Chorti, H., 2021. Reconstructive social innovation cycles in women-led initiatives in rural areas. *Sustainability*, 13(3), p.1231.
2. Bobek, V., Schachl, A. and Horvat, T., 2023. The impact of women's economic empowerment on the rise of female entrepreneurship and human capital in South Africa. *International Journal of Diplomacy and Economy*, 9(1), pp.23-56.
3. Ubfal, D., 2023. What Works in Supporting Women-led Businesses?. *Ubfal, Diego Javier*.
4. Ditel, C., 2023. Women's Transformative Power in the Nagorno-Karabakh Conflict. *Securitization and Democracy in Eurasia: Transformation and Development in the OSCE Region*, edited by Anja Mihr, Paolo Sorbello, and Brigitte Weiffen, pp.163-177.
5. Bakker, R.M. and McMullen, J.S., 2023. Inclusive entrepreneurship: A call for a shared theoretical conversation about unconventional entrepreneurs. *Journal of Business Venturing*, 38(1), p.106268.