

Start and Improve Your Business (SIYB) Training



Trainers with certificates recognised by ILO in SIYB training

As part of the “Equality4Progress” programme, 5-day training on "Start & Improve Your Business (SIYB)" was conducted from 27th December 2023 to 10th February 2024. The primary goal of the training was to equip women with the skills and knowledge needed to effectively manage their own businesses and become successful entrepreneurs. This training programme focuses on two main areas: helping women to start their own businesses and providing support for existing entrepreneurs to enhance their current business models and increase profitability. This curriculum is developed by International Labour Organisation (ILO) for small and micro enterprises in rural areas and conducted by ILO-certified Master trainers.

In this process, potential women entrepreneurs were identified from two blocks of Jhansi – Babina and Badagaon through innovation tools such as focused group discussions, community canvases, and comic workshops. These tools are instrumental in understanding the aspirations of women and motivating them to pursue entrepreneurship.

The training sessions consist of a blend of theoretical and practical components. Theoretical sessions covered topics such as business ideation, supply and demand dynamics, marketing strategies, budgeting, resource utilisation, and loan management. Practical exercises included exposure visits, which allowed participants to gain firsthand insights into market dynamics. Additionally, group activities and interactive games, such as business simulations, metaphor games, and "Jo Jeeta Wahi Sikandar" games, were incorporated to facilitate active learning and engagement among participants. Through this comprehensive approach, participants are equipped with both theoretical knowledge and practical skills to effectively navigate the complexities of entrepreneurship.

Trainers facilitated discussions, hands-on learning experiences, and provided continuous feedback for improvement. Participants were encouraged to actively participate and apply their learning to real-world scenarios.

Following the completion of the training programme, the aspiring women entrepreneurs formulate their business plans. These plans encompass several key elements, including their understanding of the market dynamics, budgeting and financial management strategies, as well as their requirements for obtaining loans. Additionally, for those already engaged in business activities, the business plan

outlines strategies for enhancing and optimising their existing operations. Through careful consideration of market insights, financial projections, and potential growth opportunities, these business plans serve as comprehensive roadmaps for realising the entrepreneurs' aspirations and achieving sustainable business success.

The programme will continue to offer ongoing enterprise support services to assist women in building and growing their businesses. The service encompasses various aspects of business management and development, including providing access to mentorship and coaching from experienced professionals tailored to the specific needs of each entrepreneur. These services aim to provide continuous guidance, resources, and assistance to entrepreneurs as they face the challenges and opportunities of running a business.

The SIYB training under the Equality4Progress programme has significantly contributed to empowering women in Jhansi to pursue entrepreneurship. Through the training, participants are better equipped to establish and manage their businesses effectively. The ongoing support services ensure sustained growth and success for women entrepreneurs in the region.