

A note on School for Rural Entrepreneurship

August 2009

The goals of the School for Rural Entrepreneurship are:

- To inspire, educate and launch new entrepreneurs from marginalized communities who value both profit and social impact
- To build the culture of entrepreneurship for women and youth from marginalized communities and to develop eco-systems where they can succeed
- To incubate scalable models of community entrepreneurship that are powered by women and youth from marginalized communities

Based on the needs assessment surveys and field level insights, the School for Rural Entrepreneurship will focus on the following:

- Focus on the entrepreneur
 - Leadership Skills
 - Developing the mindset and attitude of an entrepreneur
 - Developing business relevant skills and expertise
- Focus on the Network
 - Identify mentors, ambassadors, role models and community leaders
- Focus on enabling the eco-system for entrepreneurship in the community
 - Develop a pipeline of entrepreneurs with special emphasis on the youth
- Focus on social impact
 - Self empowerment of women and youth
 - Building community leaders and influencers

Key Takeaways for the Rural Entrepreneurship School

Key Training Needs

Training needs were not completely identified but a preference was indicated for family financial planning and planning for investments, banking basics, insurance knowledge, budgeting and money management, and skills in communication, selling, conflict management, negotiation, relationship building and networking.

Willingness to Pay for Training

The more experienced and mature women entrepreneurs were more willing to invest in their capabilities especially those at stage three. Most of the women entrepreneurs who were willing to invest in their capabilities were also willing to pay up to Rs. 100 for a day long training.

Engaging Successful Women Entrepreneurs as a Resource Pool for the School

In the survey of successful women entrepreneurs, all women were willing to mentor other entrepreneurs and the majority preferred taking a one-on-one approach to mentoring. The vast majority (90%) believed that an entrepreneurial or vocational internship/apprentice program would be useful in helping people gain experience in starting their own businesses. These same women were willing to participate in such an internship scheme.