

Self-Help Groups Business Training Project

Inclusion Economics India Center at Krea University

In 2021, together with researchers from the University of Warwick and Pennsylvania State University, the team at Inclusion Economics India at Krea University (with strategic support from the Chhattisgarh State Rural Livelihood Mission, CGSRLM) will provide **business training on soap-making** to Self-Help Group (SHG) women via smartphones to **promote their livelihoods**.

OUR PROJECT

200

Village Organizations

We plan to train SHG women across 200 villages (VOs) in the Mahasamund district in Chhattisgarh

1000+

SHG women

We aim to reach out to 1000+ SHG women over 8 weeks and provide a smartphone assisted digital training on how to run a business

Digital

Training Modules

We will design digital business modules and deliver those through smartphones to facilitate content access and sharing

Who we are looking for:

Non-Government Organizations (NGOs), Corporate Social Responsibility divisions (CSR) and other organizations interested in catalysing the impact of female entrepreneurship by providing the following support:

- Connecting women to local and international buyers
- Providing specific marketing tools and business-relevant information
- Purchasing a share of the soaps at fair prices

How this project will benefit partner organizations:

- Creation of **equitable business partnerships**
- Access to the **SHG platform** in Chhattisgarh to promote further initiatives centered around **women empowerment and livelihoods**
- Direct contribution to Sustainable Development Goals of **Gender Equality (SDG #5)** and **Decent Work and Economic Growth (SDG #8)**

This project is being run by Inclusion Economics India (earlier known as EPoD India) at Krea University with researchers from University of Warwick and Pennsylvania State University, with funding support from IWWAGE and Warwick University. For more details, you can email: vidushi.dhawan@ifmr.ac.in (Research Manager, EPoD India) or contact us at +91 9811891676

