



Centre of Excellence for Entrepreneurship

Unlocking the Human Potential for a More
Equitable Future with primary focus on women

“ Accessing quality education in India is expensive. Today, my children are receiving a quality education as I have started to support their education and invest in their aspirations. It is because of the opportunity to become an entrepreneur, that enabled me to do something for my children”, says, Vijaylaxmi, a small business owner from rural districts of Karnataka.

The Need

Rural India accounts for 1/4th of the country's population and while metropolitan areas continue to make the greatest contributions, rural entrepreneurs are steadily emerging with new and innovative business ideas.

Rural regions play an important part in a country's overall economic growth, such as India. Entrepreneurship is currently seen as a strategic development intervention to promote place based economic growth, self and rural employment creating a more balanced growth. The demographic advantages of India's rural and youth population enable businesses and entrepreneurs to harness the potential of the rural talent, helping in local wealth creation and ultimately adding economic value connected with the larger economy.

In India, the percentage of women entrepreneurs is still relatively low - only about 14%. However, there has been a noticeable increase in the number of women entrepreneurs in recent years, especially in rural areas.

Encouraging and supporting women entrepreneurs in India can have a positive impact on both the economy and society. It can lead to greater job creation, increased economic growth, and more diversity in the business landscape.

Additionally, women entrepreneurs can help to empower other women, create role models, and challenge gender stereotypes.

Where Head Held High Steps in

HHH stands to break the cycle of poverty, through strategic interventions, building economic mobility and resilient futures both in India and Internationally. Since, formation in 2011, we have successfully demonstrated solutions that work towards this mission.

HHH is committed to building an inclusive ecosystem for first-generation rural entrepreneurs with a primary focus on women to achieve sustainable livelihoods and monthly incomes.

In addition to this, women's participation in economic growth is crucial for the overall development of a country. Research has shown that when women are empowered and have equal access to economic opportunities, it can lead to a range of positive outcomes. When women have equal access to education, employment, and entrepreneurship, they are more likely to participate in the labor force and contribute to economic growth. Empowering them to participate in the economy can help to reduce poverty, particularly for women and their families. They are more likely to invest in the education and health of themselves and their families. It can help to promote gender equality and reduce discrimination. They can play a key role in creating stable and sustainable economic development.

Women have been involved in entrepreneurship since ancient times, often running their own businesses or participating in family enterprises. However, they have faced various challenges and obstacles throughout history, such as limited access to education, finance, and resources. Despite these challenges, women have demonstrated their entrepreneurial skills and resilience, and are now emerging as a powerful force in the business world.

HHH is providing them with access to training, mentorship, and resources by breaking the cycle of poverty and promoting gender equality by enabling women to start and sustain small businesses. This has led to higher revenue and profits, and the ability to hire more employees and access new markets. Our program has also received positive feedback and evaluation from women who have participated, demonstrating the impact of our approach in supporting women's economic empowerment and promoting gender equality.

HHH has impacted rural people from different strata in society, including farmers, entrepreneurs, and youth from rural areas. Majorly women - Atleast 75% of women in rural youth programs are women.

With a focus on first generation rural entrepreneurs, while building economic resilience at the community level, the organization has successfully worked with 100+ districts in India across 19 states of which 35% are aspirational districts.

Impact So Far

2000+

Entrepreneurs Created

> 80%

Continued Business

900+

Women Entrepreneurs

INR 7000

Avg. Business Income

Centre of Excellence for Entrepreneurship

Unlocking the Potential of Women for a More Equitable Future

The Centre of Excellence for Women Entrepreneurship is a large nodal task force aimed at enabling rural women to lead personally fulfilling, economically flourishing, and socially active lives. Our comprehensive approach to entrepreneurship addresses multiple facets of business development and aims to create a positive impact on the lives of rural Indian women.

The Centre is an initiative aimed at empowering rural women in India to build and sustain small businesses. It shall work on providing and improvising the inclusive ecosystem that offers access to training, mentorship, and resources for first-generation rural women entrepreneurs, enabling them to become advocates for our mission of uplifting marginalized communities. We believe that entrepreneurship can break the cycle of poverty and promote gender equality, and our holistic approach addresses multiple facets of business development.

The Centre's approach to entrepreneurship aims to create a positive impact on the lives of rural Indian women. Considering our expertise in providing practical and relevant training to build women's capabilities, focusing on mindset change and overcoming barriers to entrepreneurship, through partnerships with local suppliers and distributors, we offer mobility to women entrepreneurs, enabling access to markets for their products and services. We also credential women to demonstrate their skills and competencies, and provide access to microfinance and other financial resources to help them start and grow their businesses, save, invest, and build financial security. This helped us build this center.

The Centre of Excellence is responsible for:

1. Conceptualizing and innovating approaches for women's entrepreneurship : The Center will lead the development of new approaches and solutions for empowering women across all aspects of entrepreneurship. We will work with experts, partners, and stakeholders to identify best practices and innovative models that can be scaled up for greater impact.

2. Experimenting, designing, and developing effective solutions for women entrepreneurs : The Center will design and test new solutions to empower women entrepreneurs and promote gender equality, with a focus on evidence-based and scalable interventions. We will also collaborate with partners and stakeholders to implement and scale up successful models.

3. Executing, monitoring, and evaluating high-impact programs at scale : The Center will take a results-oriented approach to women's entrepreneurship, focusing on measurable impact and continuous improvement. We will develop and implement high-impact programs that empower women at scale, and regularly monitor and evaluate our programs to ensure their effectiveness.

4. Conducting research, spearheading advocacy, and convening stakeholders to collaborate for the benefit of women's entrepreneurship ecosystem : The Center will conduct research to generate evidence and insights on women's entrepreneurs challenges, risks and opportunities and use these findings to advocate for policy change and increased investment in women entrepreneurship. We will also convene stakeholders from government, civil society, the private sector, and academia to collaborate on solutions for women's empowerment, and to build a strong ecosystem for women's advancement.

Antarprerana

HHH's flagship entrepreneurship promotion programme, Antarprerana, is our effort at enabling rural Indian youth, women, to become aspirational entrepreneurs, and create sustainable livelihood opportunities and be the change agents for themselves, and those around them.

Antarprerana draws its inspiration from Gandhi's "Gram Swaraj" Model which envisaged prosperous local village economies. Building on this, Antarprerana, is our effort at boosting rural entrepreneurship in hyperlocal demand-focused forms of enterprise, to create place based economic opportunities for the entrepreneur and the community.

Principles of COE:

1. Accessibility: Accessible to all individuals, regardless of their socio-economic background or location, and provide resources and guidance for aspiring entrepreneurs in rural areas.

2. Empowerment: Focus on empowering individuals by providing them with the necessary motivation, agency and skills and knowledge to start and run their own businesses.

We believe in the limitless potential of every woman, and we seek to unlock this potential by providing women with access to education, training, employment, entrepreneurship, and leadership opportunities. Our approach is based on the understanding that when women are empowered, they can drive economic growth, reduce poverty, and promote social justice.

The Center of Excellence for Women Empowerment will be a game-changer in the global effort to promote gender equality and empower women. With our expertise, experience, and passion, we are confident that we can create a more equitable future for all women.

Centre's focus on generating a minimum monthly income ensures that women's businesses are not just a means of survival but a pathway to financial independence and empowerment. We prioritize women from marginalized and vulnerable communities and are committed to creating a supportive and inclusive environment for their entrepreneurial success.

This is achieved through a holistic programme, which trains aspirants with entrepreneurial skills, and addresses gaps in linkages to markets and finance.

At the core of Antarprerana are the youth and women who change their roles from being recipients to becoming creators of jobs and livelihoods

3. Innovation: Encourage and support innovative ideas and business models that are aligned to emergent growth and social themes and can help uplift the rural economy and create opportunities for mass entrepreneurship.

4. Collaboration: Foster collaboration between entrepreneurs, government agencies, non-profits, and other stakeholders to create a supportive ecosystem for entrepreneurship.

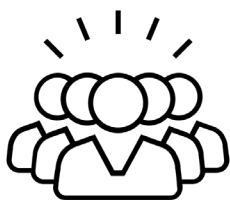
5. Gender Inclusivity: Focus especially on ensuring women inclusion to encourage increased participation of women in entrepreneurship by providing resources and mentorship to female entrepreneurs.

6. Sustainability: Promote sustainable business practices and encourage entrepreneurs to consider the social and environmental impact of their businesses.

7. Continuous learning: Provide opportunities for continuous learning and development through workshops, training programs, and other resources.

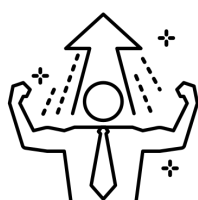
8. Networking: Encourage entrepreneurs to build networks and connect with other entrepreneurs, investors, and mentors to facilitate business growth and success.

Entrepreneurship Promotion Model



Community Mobilisation & Engagement

Focus on understanding gaps, challenges, need, aspiration and skills. Assessments will be conducted at community, household and personal level - MARG, PRARAMBH



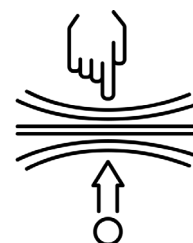
Capability Building

General entrepreneurship training, digital literacy, logical skills, and interpersonal skills, guest lectures & peer sessions, Counselling.



Opportunity Fitment

Post Training Assessment, women embark on economic pathway - Entrepreneurship



Building Resilience

Safety Nets by providing access to government schemes and benefits

Five Fold Transformation model

1. Capability building & transformation: Providing training and support to help women develop the skills and capabilities needed to start and grow their businesses.

2. Mindset change: Providing counseling and support to help women develop a growth mindset and overcome any barriers to entrepreneurship

3. Mobility: Creating partnerships with local suppliers and distributors to help women access markets for their products or services and increase their mobility.

4. Credentialing: Providing qualifications or certifications that can help women demonstrate their business skills and competencies.

5. Financial: Providing access to microfinance and other financial resources to help women start and grow their businesses, save, invest and build their financial security.

Our Approach

Mobilisation

WHAT?

The purpose is to identify the women who are aspiring to bring about a Social Change.

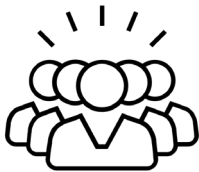
WHY?

It will lead to align their aspirations with ours, to make them enablers of Social Change and lead Economic Development.

WHO?

Women from tribal & rural communities - the first time breadwinner (Considering intersectionality and the dynamics of the community)

HOW?



Community Identification



Identifying Role Models



Community Engagement



Identifying Aspiring Entrepreneurs



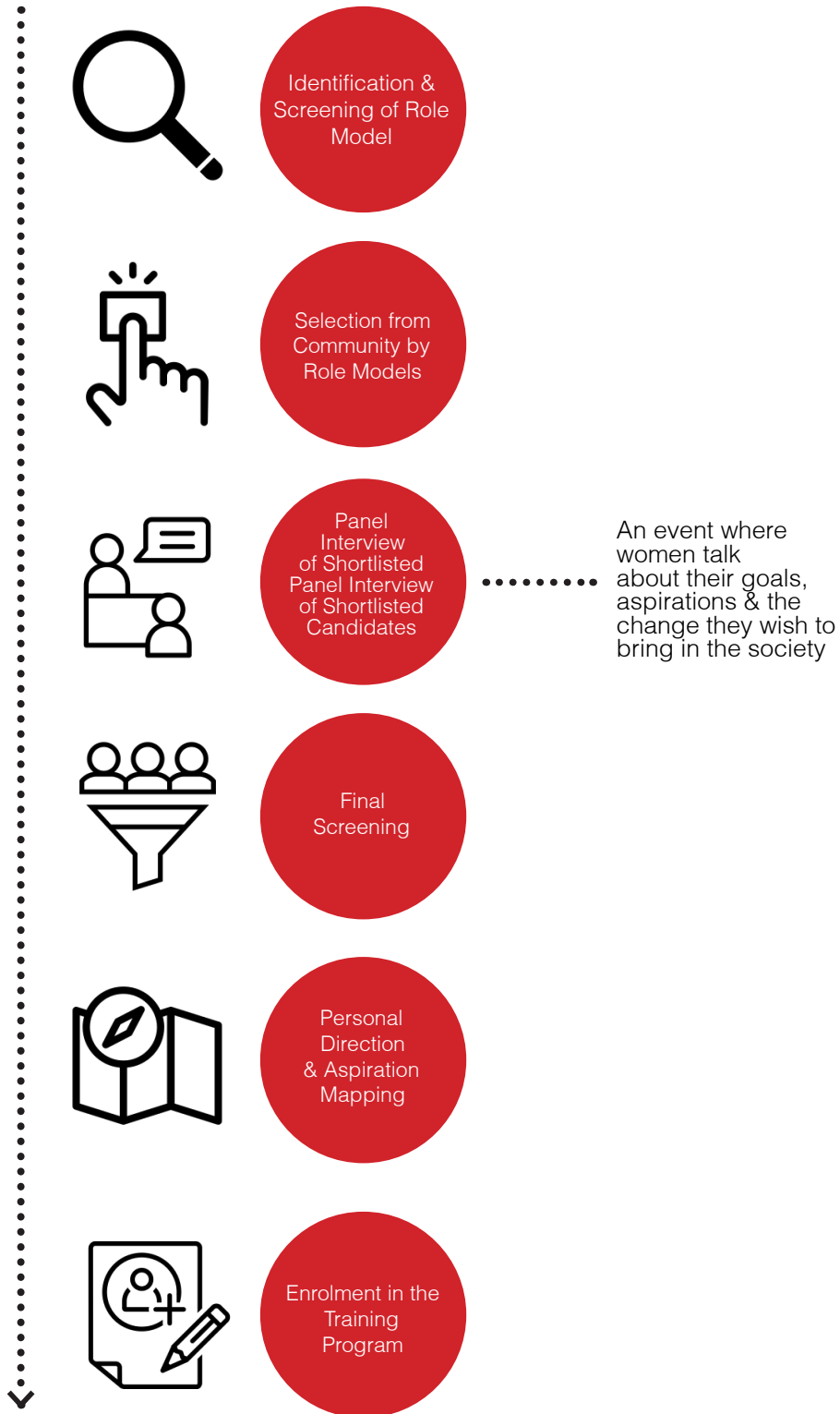
MARG



Personal Direction & Aspiration Mapping

PRARAMBH

An initiative to map the journey of aspiring women venturing into economic pathways, to become an agent of change.



Capability & Mindset Building

WHAT?

The purpose is to increase the confidence in women, enhance decision and soft skills, to introduce them to the industry

WHY?

To shift the mindset of the community, introduction to the economic pathways of entrepreneurship, & develop necessary knowledge and skills.

WHO?

Aspiring entrepreneurs identified by the role models

HOW?



Digital Literacy
Asynchronous Learning (Tablets & Chatbot)



Meet the Entrepreneur / Yatra



Confidence Building Activities



Entrepreneurial Involvement Indicator - Capability Assessment

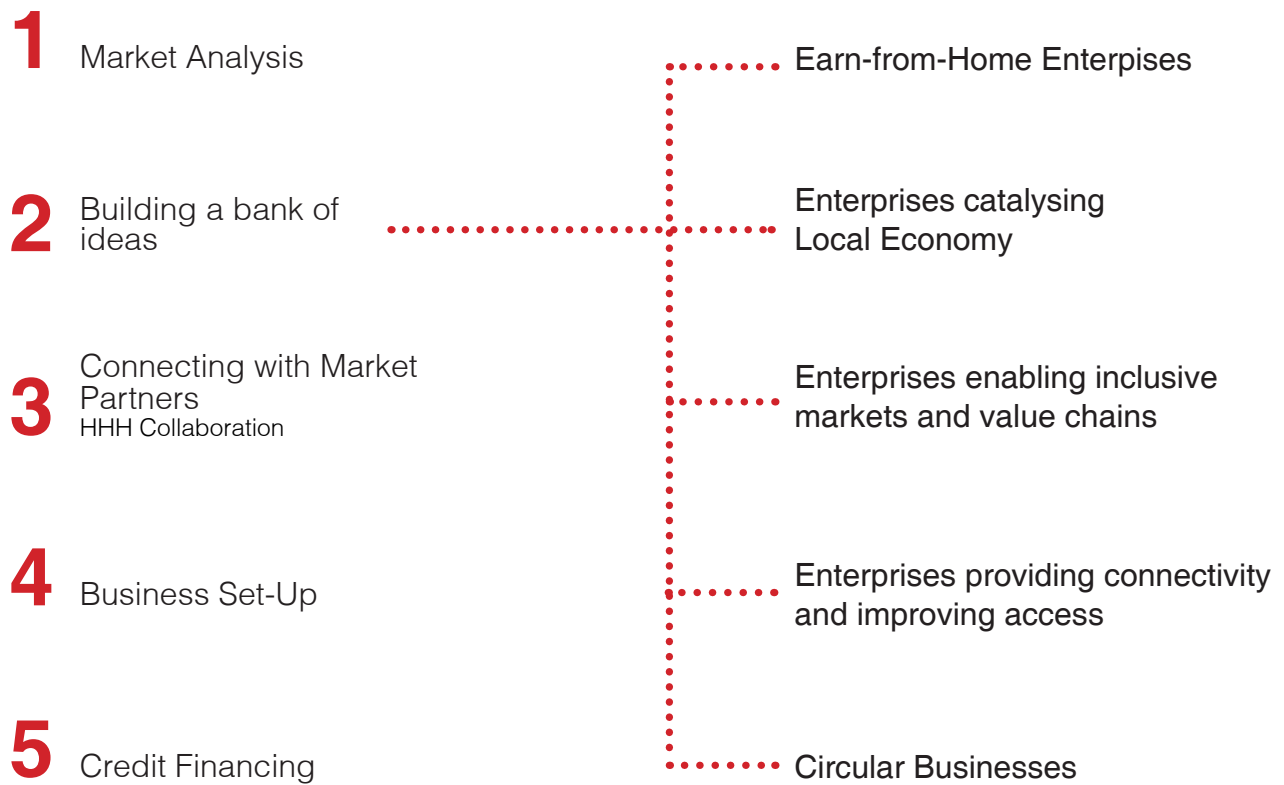


Industry Expert Sessions



GET & MIC Training

Market Linkages



Credit Linkages

WHAT?

The stakeholders will be informed of the various credit avenues that they can avail to invest in their business

WHY?

For them to be self-dependent, they've to be guided & supported to build their financial resources

WHO?

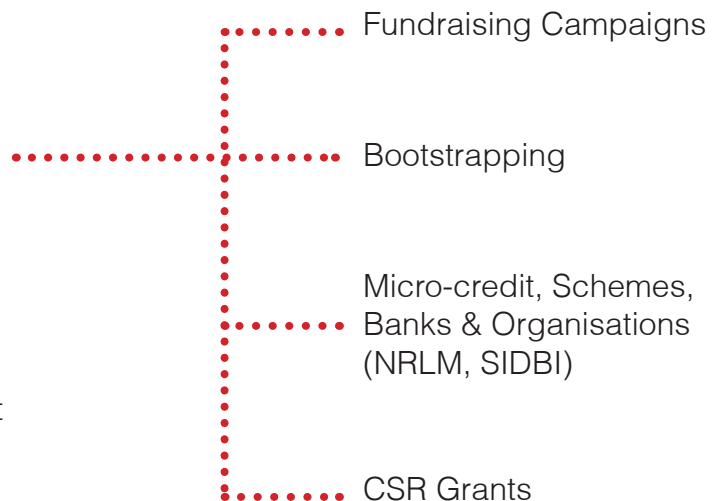
The ones who have built a plan for their business & are seeking financial support

HOW?

1 Credit Assessment & Understanding the Requirement

2 Information Dissemination of potential credit sources

3 Financial literacy, budgeting working capital management





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