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| Approach to Entrepreneurial Workshops |

# Self-Help Group (SHG) Approach

# Self-help groups, most commonly known in India, represent a unique approach to entrepreneurship and job-creation. The groups empowers women to come together and support each other in conserving, addressing, and participating in issues that affect their members and community. SHGs brings women together to grow savings and to access credit, which makes banks increasingly willing to lend.

*Micro-credit Approach* The micro-credit approach is designed for risky markets, where there is a range of possible outcomes.

*Micro-consignment Model*: The micro-consignment model is to help a group of individuals gain capital to pursue entrepreneurship opportunity. This model is best for uncertain situations where people are unclear of the possible outcomes and are uncomfortable with the range of risk.

The entrepreneurial workshop should be set-up to form a self-help group of women that brings them together to create and sell jewelry. The group will pool their financial resources to gain access to credit. The workshop could serve as a mode of micro-credit and a vehicle for the micro-consignment model where the capital (jewelry components/material resources) is given to empower entrepreneurs to learn how to sell, market, and manage.

## STEP 1: Define Goals and Establish Implementation Plan

*Objective:* To empower at-risk young women in the community to gain tangible skills and build sustainable businesses.

*Action Plan:* See work action plan for an idea of how to set-up an implementation plan.

## STEP 2: Assess financial means and fundraising opportunities

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| Costs | Amount |
| Training Materials | X |
| Venue | X |
| Stipend for Participants | X |
| Promotional Materials | X |
| Trainer travel costs | X |
| Total | NA |

U.S. Opportunities:

* **California:** Three Guinea Funds, tax-exempt private non-operating foundation that invests for social impact and sustainable returns.
* **New York**: Women Social Entrepreneurs: provides trainings, resources, and tools <http://www.ywse.org/nywse/about-nywse.html>

North Africa Opportunities:

**North Africa Partnership for Economic Opportunity (NAPEO)** is vehicle for stakeholders in the U.S and North Africa to positively impact 100,000 people over the next five years by fostering entrepreneurship and job creation, with a focus on youth.

Visit the online community and join: <http://www.pnb-napeo.org/>

## Step 3: Establish Contacts and Partner with Relevant Organizations

**Professor Abderrahim Anbi**

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Agadir, Morocco

Professor Anbi focuses on rural migrant communities. In these communities women are often left alone to take care of the farm and household as the men leave abroad to work. Most commonly, remittances do not cover all expenses and women are left to find work in addition to household duties. Cultural constraints impede women’s competitiveness in the managerial sphere and deter entrepreneurial risks. Professor Anbi educates and works with disadvantaged youth from a sociological perspective to rethink economic opportunity. I would approach him to for community niches where young women are most disadvantaged

**Wendy Bird**

<http://www.risingstaroutreach>

Wendy Bird is part of Rising Star Outreach that looks to educate and empower youth. She particularly has a focus on jewelry making with the use of local materials, like pearls and has held training workshops focused on jewelry-making. The model is successful in India and is ready to be expanded elsewhere. Wendy is a good contact to gather research and touching points for designing a workshop.

## STEP 4: Decide who is Attending

* Determine your goal.
  + If trying to empower disadvantaged youth then consider targeting areas where there are large school populations with low graduation rates; communities in the cities with the highest unemployment; rural communities with large migrant communities therefore often large communities of women left behind; parts of the country that have high cultural and societal barriers for women to enter professional fields of work; etc.

## Step 5: Choose the Right Location

* How many people do you have?
* What are the logistical and practical details?
  + What kind of visual aid do you need: teleconferencing; slide projector, television, etc.?
    - If so, what space will support these visual aids and allow everyone to see the visual aid?
  + Is the space appropriate for both lecture and breakout discussion sessions?
  + Will prospective attendees be able to reach the accommodation at a reasonable time and cost?
  + What are the catering facilities and surrounding venues like? Are they accommodating to the people that you are hosting?

## Step 6: Set an Agenda

* *Objective*: What is the goal of the workshop? What are the main points?
* *Supporting Points*: Break down support for each main point
* *Visual Aids and Technical Support*: What are the visual aids and technical support needed to communicate each point?

*List Group Exercises and Activities*: What sort of activities, discussions, and/or exercises will help teach your points? How are these structured and what is the respective time allotment?

*Examples of potential activities based around jewelry training:*

1. **Entrepreneurship 101:** Group discussion and overview designed to evaluate ideas and learn entrepreneurial mindset (mentality, values, skills, etc.)
2. **Franchising:** Break-out sessions with business templates for modeling and exploring opportunities in opening a franchised business. Understand associated risks and equipped them with contacts and networks.
3. **Management:** Provide management, sales, communication, and basic marketing tutorials.
4. **Break out session on unleashing creativity and entrepreneurial spirit:**

“Tell a Story”: Adapted from *“[IDEO: Masters of Innovation”](http://findarticles.com/p/articles/mi_qa3992/is_200109/ai_n8998237" \t "_blank) by [Jeremy Myerson](http://www.innovation.rca.ac.uk/about/jeremy.html" \o "Jeremy" \t "_blank)*

1. *Syntactic:* Logically break down the product idea into its different physical components so designers can rethink jewelry designs.
2. *Semantic:* Flip through pictures, books, websites, and so forth for visual images to help conjure upkey words and aesthetic meaning for concept.
3. *Pragmatic:* Cultivate a logical design-approach by using a mind-node scenario to map out entire ecosystem of jewelry design. In doing so, the main factors needed for the design are simply and cleanly portrayed.
4. Follow-up “Tell a Story” activity with a hands-on jewelry-making training

Consider all stakeholders and the value they bring to the agenda in terms of what they contribute to the workshop and their desired outcome of the workshop.

*An example of a stakeholder analysis is as follows:*

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| Stakeholder | Value Added | Value Derived |
| Rural Revolutions | * Upfront costs: training and initial pilot * Time | * Increased income, fulfillment of mission and goals. |
| Donors | * Funding | * Measurable impact |
| Women Entrepreneurs | * Time, needs, feedback | * Income generation * Sense of community * Purpose * Self-esteem |
| Community Organizations | * Efficient delivery of tools, resources, skills * Community support | * Financial rewards * Prestige * Community status |

## Step 7: Develop an Evaluation Method:

* Ensure you have a follow-up survey or questionnaire that evaluates whether the goals were accomplished and the main points were communicated effectively to the participants.
* Provide an opportunity for feedback and improvement. Make sure all stakeholders are not only included in the decisions prior to workshop but in the follow-up process as well.