



# Women in Entrepreneurship Program

Empowering Rural Women Through Skills, Enterprise & Community Leadership

## Program Purpose and Target Audience

- The program equips rural women with entrepreneurship skills to foster self-employment, income generation, and financial independence.
- It is designed for women in rural areas seeking to start or expand businesses, improve financial literacy, and support their families sustainably.

## Program Structure and Curriculum

- Spanning 24 weeks, the program includes workshops, group sessions, and practical demonstrations covering personal development, business planning, marketing, financial literacy, and access to funding.
- Key modules focus on self-discovery, understanding entrepreneurship, market research, money management, and business incubation, culminating in mentorship and peer support.

## Mentorship and Support

- Mentorship is integral, providing guidance and encouragement through one-on-one, group, and peer mentorship formats.
- Activities include goal-setting, problem-solving, and sharing experiences to enhance confidence and business sustainability.

## Facilitator's Guide and Resources

- The program includes a facilitator's guide with session management tips, tools, templates, and success stories to support implementation and participant engagement.
- Upon business establishment, program participants receive start-up capital for their business venture.

