

Promoting Women Entrepreneurs



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7th Youth peace Ambassador, Action Plan

Problem statement for Women's development:

- **Lack of confidence** : lack of Expose and social interaction
Nepalese women have less confidence to be a entrepreneur
- **Socio-cultural Barriers**: Nepalese culture is male dominated so women power is suppressed by the male mostly in rural area.
- **Dependency**: Since the Nepalese Women mostly depend on their parents before marriage and depend on husband after marriage which is one of the major problem.
- **Illiteracy**: Only less than 40% of women is literate among the 51%.
- **Gender gap**: According to World Economic Forum Nepal is 123rd among 136 country in gender gap.

Census of Nepal

- Total population: 30 million
- Women: 51%
- Only 40% of women literate
- Only 30,000 women (approx. 1% of total population) are women entrepreneurs

Source: THT 23rd January , 2014



Objectives

General objective

- To empower the women with low economic background make them self sustained

Specific Objectives

- Providing tips for self start of entrepreneurship
- Providing techniques and methods of SIYB (Start and Improve Your Business)
- Exploring the personality of target group and help them explore their areas of interest and advantages of entrepreneurship for improving their living standard.



Women Entrepreneur

Definition:

“A women entrepreneur can be defined as a confident, innovative and creative women capable of achieving self economic independence individually or in collaboration, generates employment opportunity for others through initiating, establishing and running the enterprise by keeping pace with her personal family and social life.”

- Kamal Singh

Some Examples of Women Entrepreneurs in Nepal

Luna Shrestha Thakur
Founding Director
Change Fusion Nepal

Moto: Lead Youth in
Right direction and
Empower women
Entrepreneur.



Source: website (change fusion Nepal)

Malvika Subba

- Editor at Wave Magazine
- Goodwill Ambassador at
Childreach Nepal
- Board Member at
Himalaya Climate Initiative
- Founder and Creative Director at House of
Alternative Apparel Pvt. Ltd
- Freelance Emcee at Freelance Emcee



Source: Google

Ambika Shrestha,

President of Dwarika Hotel, Kathmandu Nepal

“ we could change
the youth from
job seekers to job
creator”



Source: Google



Some Sectors of Entrepreneurship...

- **Farming:** Vegetables, seasonal corps, off seasonal corps
- **Garment:** stitching clothes, knitting yarn, woolen products, boutiques
- **Handicraft:** making statue, hand made clothes, bags, wooden stuffs etc.
- **Beauty products:** home made beauty product
- **Kitchen Enterprises:** pickle, dry
- **Interior designing**
- **Others:** Film industry, Service industry, Media

Good Aspects of Entrepreneurship:

- **Income generation:** Income is focus point of Entrepreneur
- **Self dependency :** Employment and income helps people to be self dependent
- **Employment opportunity:** entrepreneurship provides employment opportunity in the society.
- **Economic Development :** Increase in employment opportunity leads to the economic development.
- **Social upgrading :** If a women is educated and empowered she can lead her family and society in the same way.
- **Motivation:** With involvement in work, people get motivated more to go ahead...



Stakeholders for Empowering Women Entrepreneurs

- UNDP: One of the Millennium Goal is to Empower women entrepreneur
- UN Women: Main Focal point to empower women (education & entrepreneurship)
- Change Fusion Nepal:
- Maiti Nepal
- CARE Nepal
- Foundation Nepal in Nepal
- NDI
- Youth Peace Ambassadors International
and so on.....



Tools to Empower Women Entrepreneurs

- **Girls education:** Without education it is not possible to be an entrepreneur. So providing education to girls or female is essential.
- **Gender Equality education:** Gender equality is one of the ongoing hurdles of women empowerment.
Financial Support: Money is needed to start a business. If financial support is available easily then it will increase the number of women entrepreneurs.

Tools to Empower Women Entrepreneur

Contd...

- **Participatory Development work:** participation of women is must for the development work.
- **Practice Based Education :** In Nepal we just have theoretical education. To be the entrepreneur, practical knowledge is required.



Step by Step

- My larger action plan is to promote Women's empowerment.
- I will use the examples of the above women to portray the ways all women can become entrepreneurs and good managers.
- I will start with promoting food storage habits through a training workshop, described below

Concrete Training for Food Storage

- Training on how to store vegetables properly in a consumable condition
- Will be working with the NGO “Sichya Ko lagi Hatemalo”
- Expected time Period : 1.5 years starting in July 2014
- Target Location: Eastern Nepal (Jaljala VDC Sankhuwasava) 25-30 people
- Training Period: 3 month
- Expert Consultant: 1
- Trainers: 3-4

Budget Estimate:

- Research Cost: 45,000/-
- Transportation: 30,000/-
- Accommodation: 10,000/-
- Infrastructure: 200,000/-
- Experts Fee: 50,000/-
- Trainer & Volunteer fee: 100,000/-
- Miscellaneous Expenses: 60,000/-

- Total: (USD5,000)



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