

Digital Udyamita (Women Entrepreneurship)



Enabling Rural Women Entrepreneurs (RWEs)
Digitally



Digital Udyamini Initiative: Empowering Rural Women Entrepreneurs through Digital Inclusion

Background:

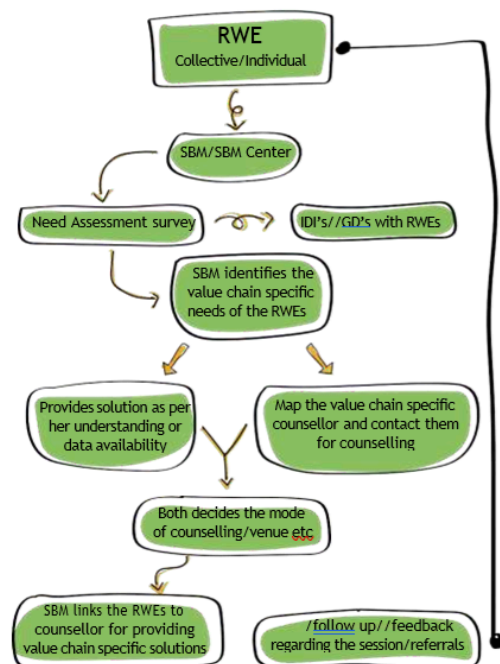
The Digital Udyamini initiative, a joint effort by the Council for Social and Digital Development (CSDD) and the North East Development Foundation (NEDF), aims to bridge the digital divide and empower rural women entrepreneurs (RWEs) in India, with focus on North East India.

Project Design:

- **Focus on the 6 A's:**

- Access to Market: Providing RWEs with digital platforms and marketing skills to reach wider customer bases.
- Access to Finance: Facilitating access to loan schemes and financial literacy training to boost business growth.
- Access to Enterprise Information: Offering online resources and knowledge networks to enhance business acumen.
- Schemes and Opportunities: Connecting RWEs with relevant government schemes and entrepreneurial opportunities.

The Business Counselling/ Service Delivery model



- Access to Enterprise Development Support: Providing training in essential business skills like accounting, inventory management, and networking.
- Access to Digital Enterprise Management and Solutions and Platforms: Equipping RWEs with digital tools and platforms for efficient business operations.
- Access to Business Counselling and Mentoring: Offering personalized guidance and mentorship to address RWEs' specific challenges and goals.

Technical Support:

- Digital Literacy Training: Equipping RWEs with basic digital skills to navigate online platforms and leverage technology for business.
- Developing Mobile App/Website: Creating a centralized platform for RWEs to access information, resources, and connect with stakeholders.
- Capacity Building Workshops: Conducting workshops on relevant topics like financial management, marketing, e-commerce, and digital tools.
- Creating a Network of Mentors: Identifying and onboarding experienced individuals to provide personalized guidance and support to RWEs.



Overall Impact:

- Increased income and livelihood opportunities for RWEs.
- Enhanced business efficiency and growth.
- Improved access to markets and resources.
- Building a strong network of empowered RWEs across India.

The Digital Udyamini initiative holds immense potential to bridge the digital divide, empower RWEs, and contribute to inclusive economic development across rural India.

Current Project:

Currently, CSDD and NEDF is providing project 6A support in terms of project need assessment, design, skilling, and implementation support to Udyamini Project of Digital Empowerment Foundation (DEF) in Assam and West Bengal, covering 20,000 Rural Women Entrepreneurs (RWEs) during 2023-2027, with baseline study assessment, project design and delivery.

