



1. **Title of the Project** –

Creating Marketing Opportunities: Empowering Women Entrepreneurs in Telangana and Andhra Pradesh.

2. **PI details with Dept and Designation** –

Dr Rajesh Ittamalla, Assistant Professor, Department of Entrepreneurship and Management, IIT Hyderabad

3. **Origin /Background Problem** –

There are a lot of schemes that work on empowering women to be independent and self-sufficient. As part of it, they also encourage and skill women to be entrepreneurs. Today, many women entrepreneurs in rural and urban areas produce various products like cakes, scents, pastes, soaps, clothes, organic products, etc., at their houses or in small, rented areas. Their products are considered very effective, and there is a high demand for them in the market. However, they cannot sell them to the end customers as their knowledge of marketing is very poor. Subsequently, their profits are also very less. They typically depend on third parties or middlemen to sell their products. Unfortunately, the third parties or the middlemen underpay their products. There is a need to help these rural and small business entrepreneurs in terms of identifying the various market opportunities to sell their products.

4. **Aim and Objectives** –

The major objectives of the study include:

- Creating awareness among women entrepreneurs about marketing opportunities for their products.
- Helping them to scale up their business.

The above objectives could be achieved by examining the following goals:

- Understanding marketing challenges faced by women entrepreneurs.
- Analysing the feasibility of social media marketing for their products.
- Helping them in terms of usage of online platforms to sell their products.



5. **Current Status of your work (including TRL)** –

Currently, I am working on startup branding. This project is more related to technology innovations from students' perspectives. We would like to extend this to women entrepreneurship and marketing their products.

6. **Proposed Work** –

- In the first phase, we would visit the fields, interact with the women entrepreneurs, and understand their products and the marketing ecosystem.
- In the second phase, we will check for possible opportunities for them to sell their products.
- In the third phase, we will suggest a better marketing model for them.

7. **Thematic areas covered under SDGs** –

SGD 5 - Gender Equality, SGD 8 - Decent Work and Economic Growth, SGD 10 - Reduced Inequality.

8. **Budget Details** *(Please do not include any overheads. Overheads will be added as per institute CSR norms. Bifurcations within the budget may be provided. However, this can also be provided later. Please include the year wise budget with a max of 3 years.*

Head	Year one	Year two
Research Assistant remuneration	400000	400000
Fieldwork	200000	200000
Travel and accommodation	200000	200000
Training sessions and workshops	200000	100000
Equipment	2.50000	-
Contingencies	100000	100000
Stationary	500000	500000
	1400000	1050000
Total	2450000	

9. **Social Impact (Qualitative and Quantitative)** -

This project creates awareness among women entrepreneurs about product marketing opportunities. In addition to this, this project also helps women entrepreneurs to scale up their businesses. In the broader sense, this product can improve women entrepreneurs' confidence in sustaining their businesses.



1. **Title of the Project** – Training Programme for Rural Women Entrepreneurs

2. **PI DETAILS WITH DEPT AND DESIGNATION** –

Dr. M P Ganesh, Associate Professor & Head of the Department, Department of Entrepreneurship & Management, IIT Hyderabad

Dr. Nakul Parameswar, Assistant Professor, Department of Entrepreneurship & Management, IIT Hyderabad

3. **ORIGIN /BACKGROUND PROBLEM** –

Women Entrepreneurs are growing in numbers across the country over the last decade. The growth in women entrepreneurs in rural areas are owing to multiple government and non-government schemes and the need to minimize dependence on a male member to be bread earners in the family. Women Entrepreneurs in rural areas are predominantly ‘cottage industry’ type which is working out of households. Further, few women join together and to create self help groups, cooperatives and Farmer Producer Organizations (FPO). These enterprises provide quality products and services to customers (prominently local and regional), however, are constrained by limited business, entrepreneurial and managerial acumen to advance further and turn into national brands (like Shri Mahila Griha Udyog Lijjat Papad). The performance of these women entrepreneurs could be further enhanced by training them on entrepreneurship and management subjects like entrepreneurship management, leadership, marketing, accounting & finance, competitive strategy, stress management, operations management, logistics & supply chain management. Moreover, the training would equip women entrepreneurs to build competitiveness at both individual and enterprise level. Further, training programme may be supplemented through mentorship programme for facilitating.

4. **AIM AND OBJECTIVES** –

The following are the objectives of the project –

- a) Train Rural Women Entrepreneurs on the basic concepts of entrepreneurship management, leadership, marketing, accounting & finance, competitive strategy, stress management, operations management, logistics & supply chain management
- b) Mentor Rural Women Entrepreneurs to implement the concepts discussed in their entrepreneurial ventures as well as extend support for diagnostics analysis of the entrepreneur
- c) Enhance individual and enterprise performance through training and mentorship programme

5. **Current Status of your work (including TRL)** – The project suggested is not based on TRL

6. **PROPOSED WORK** –

The project will be undertaken in three parts. First, rural women entrepreneurs will go through a 5 day intensive classroom training programme wherein the entrepreneurial and management concepts will be discussed. Second, post completion of the training, the entrepreneurs will be allowed 30 to 45 days’ time to implement the learnings in their enterprise and come back to the trainers for an offline discussion (2 residential in nature – Food and lodging (either within the



campus or outside the campus) will be arranged by the institute. The target population for the project are Individual Rural Women Entrepreneurs and Rural Women Entrepreneurs who are part of Self-Help Groups or Cooperatives or FPO. The programme may accommodate a maximum of 30 rural women entrepreneurs in once cohort keeping in view the need for individual and personalized intervention during the training and mentorship phases. The rural women entrepreneurs across different business domains (like agriculture, dairy, handloom, edible products etc.) may be allowed to undertake the programme. The funding agency/agencies can also suggest (based on their choice of industry/domain/region etc.) the list of rural women entrepreneurs for the programme.

7. **Thematic areas covered under SDGs** – SDG4 – Quality Education; SDG8 – Decent Work and Economic Growth; SDG10 – Reduced Inequalities

8. **BUDGET DETAILS** (PLEASE DO NOT INCLUDE ANY OVERHEADS. OVERHEADS WILL BE ADDED AS PER INSTITUTE CSR NORMS. BIFURCATIONS WITHIN THE BUDGET MAY BE PROVIDED. HOWEVER, THIS CAN ALSO BE PROVIDED LATER. PLEASE INCLUDE THE YEAR WISE BUDGET WITH A MAX OF 3 YEARS.

Particulars	Amount	Remarks
Tuition Fees	16,80,000	Rs. 2000 per session per student (30 Students) for 7 days (4 sessions per day for 7 Days divided into 5 days in Part I and 2 Days in Part II)
Accommodation	6,60,000	Rs. 2000 per night per student (30 Students) including food for 11 days (Additional 4 days to the 7 days in which sessions are planned)
Travel Support for Rural Women Entrepreneurs	90,000	Rs. 3000 per student (all journeys are included)
Equipments and Accessories for the programme	1,50,000	
Gross Total	25,80,000	Total Budget

Timeline: Programme for one cohort (30 students) will be undertaken in 4 months duration (inclusive of Part One, Two and Three)

9. **Social Impact (Qualitative and Quantitative)** –

Entrepreneurial ventures by women especially in Rural areas have been growing in number over the last few years. These ventures focussed on varied domains support the rural agrarian economy and ensures sustenance of the rural during difficult phases like drought, flood, pest attack etc. The entrepreneurs who have conceptualized these ventures have limited understanding



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Indian Institute of Technology Hyderabad

and knowledge of prudent concepts, models, frameworks and approaches for navigating through the challenges of scaling up. The entrepreneurs shall be provided with knowledge and advisory support for developing the competitiveness of their ventures.