



DEVELOPING WOMEN'S ENTREPRENEURSHIP

EMPOWERMENT | LEADERSHIP |
LIVELIHOODS | SUSTAINABILITY



Regions that have been hit by disasters, whether droughts, earthquakes, or floods, face the task of rebuilding their communities and lives in a more resilient manner. Trapped at the intersections of poverty, gender and other forms of marginalization, women are the worst affected in these zones. Socio-cultural norms deny them ownership of land, house, property and other capital assets, and traditional barriers restrict their livelihood options. With limitations to education or training, and minimal access to resources and skills and entrepreneurship opportunities, women in resource-poor geographies live in continued crises, and are pushed further to the margins.

SSP's Approach

Fostering entrepreneurship training and leadership skills to give women the social capital to catapult into business leadership

Training



Distributing



Facilitating rural marketing and distribution by spotting new business opportunities in health, clean energy, water and sanitation

Providing access to seed fund capital and business expansion loans through microfinance institutions

Funding



Networking



Enabling access to a peer network of grassroots entrepreneurs who act as a support system

Margin to Mainstream

SSP's training and mentorship eco-system provides women business skills, financial literacy, marketing support and links to large companies through a last mile distribution network, and start-up capital. Continuous business handholding and counselling by a local network of mentors further motivates women to expand their businesses and gradually move towards – earning sustainable incomes and further taking on community roles as problem solvers and environment leaders.

SSP's livelihood to entrepreneurship pathway focuses on

Facilitating grassroots women to become effective last mile entrepreneurs by leveraging private and public partnerships for accessing technology, finance, markets and other sustainable solutions

Develop a cadre of women mentors and leaders who act as the backbone of the entrepreneurs learning and exchange network.

01

Empowering ordinary self-employed women to recognize themselves as entrepreneurs.

02

Establishing a course on entrepreneurship education to train ordinary self-employed women on both basic and advanced knowledge of setting up robust enterprises.

03

04

Creating platforms for local-to-local dialogues, linkages and access to Partnerships for Scaling Up Enterprise

05

"SSP's holistic model seeds entrepreneurship to tackle tough challenges in livelihoods, energy, health, agriculture, food, water & sanitation by building women's peer networks and collaborative multi-stakeholder ecosystems." Prema Gopalan, Founder of SSP

Impact (2016-2022)

65,000

women launched as
Entrepreneurs

Women have been supported
through loan amount of

Rs. 23 Crores

Additional annual income
generated over

Rs. 189 Crores



Entrepreneurship training for women



Members of a women Producer Group in Osmanabad

Evolution

Inception: Since inception, SSP has developed a widespread network of Self-Help Group (SHGs) of over 100,000 women, that has gone beyond the first-steps of reconstruction and savings to build social, political, and economic competencies for its women members.



Social enterprise creation: In 2006, the SSP group of social enterprises was created as an ecosystem to nurture various aspects of the programme and to develop and refine the value chains to help the women to succeed in hitherto untapped markets. This consortium of four enterprises currently facilitates formulation and leadership of self-help groups, social enterprises, and community-centred initiatives in impact sectors such as clean energy, water and sanitation, health and nutrition, agriculture, and food security.



Sakhi Federations: SSP and its group of social enterprises have mentored women to lead community level umbrella-network of Sakhi SHGs and Sakhi Federations, launching a dynamic umbrella-network of 5,500 SHGs in the geographical regions of their work. The initiatives are strengthened through women's leadership, long and short-term partnerships with local government bodies, state governments, and corporate houses.



Ecosystem support: SSP has created robust eco-system to support women's entrepreneurship and leadership with a wide-ranging access to services of finances, skill-building, and livelihoods generation planks, so women are able to make a meaningful social and economic contribution. This impact goes well beyond the project, and has a multiplier effect. SSP also builds the credit-worthiness of women so that they can avail initial start-up or seed capital.



WILL: The strategic goal of the Women's Initiative to Learn and Lead (WILL) model is to build an overarching system for the future, that teaches and nurtures entrepreneurial and leadership spirit among grassroots women. This WILL ecosystem acts as a local and district level platform to facilitate the overall organization vision of facilitating women-led community initiatives for sustainable and inclusive development



Collaboration: A crucial game-changer has been creation of the SSP network of women entrepreneurs to work collaboratively with each other and to scale across and within sectors such as trading, services and production. SSP is currently partnering with the private sector and government for promoting rural businesses, marketing and distribution.



Farmer Producer Organizations (FPOs):

SSP, through its entrepreneurship development program, has mentored women to lead community level umbrella-network of Self Help Groups and Sakhi Federations in the geographical regions of their work. SSP also builds the credit-worthiness of women so that they can avail initial start-up or seed capital. SSP has supported thousands of women to start businesses and grow by creating Farmer Producer Organizations (FPOs). Seven women led FPOs are created with more than 4,972 shareholders, who are taking lead in agriculture and value chain sector.



Value Chains: SSP is training women on various skills and agri-allied value addition to help them move up rural value chains and benefit through increased income generation. Currently SSP has been focused on further developing and involving women in four major value chains in Marathwada – Goat rearing, Milk collection and Dairy, Organic vegetables, pulses and grains.



Partnerships

Key Partners: Misereor Germany, Huairou Commission, UMED-Maharashtra State Rural Livelihoods Mission - Govt. of Maharashtra, European Union, Hindustan Unilever Foundation, ASHOKA, HSBC, Avendus, Shapoorji Pallonji, SJNEFFL, USAID, DASRA.



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