

Start and Improve Your Business (SIYB) Training in Sonbhadra



Participants of the SIYB training with their certificates

As part of the “HRIDAY – Holistic Rural Initiative for Development Action in Yield” programme, a 3-day training on "Start & Improve Your Business (SIYB)" was conducted from 6th June to 8th June 2024. The primary goal of the training was to equip women with skills and knowledge needed to effectively manage their own businesses and become successful entrepreneurs. This training programme focuses on two main areas: helping women to start their own businesses and providing support for existing entrepreneurs to enhance their current business models and increase profitability.

In this process, potential women entrepreneurs were identified from Robertsganj, blocks of Sonbhadra through innovative tools such as focused group discussions, community canvases, and comic workshops. These tools are instrumental in understanding the aspirations of women and motivating them to pursue entrepreneurship.

The training sessions consisted of a blend of theoretical and practical components. Theoretical sessions covered topics such as business ideation, supply and demand dynamics, marketing strategies, budgeting, resource utilisation, and loan management. Practical exercises included exposure visits, which allowed participants to gain firsthand insights into farm-based entrepreneurship through a visit to a Farmer Producer Organisation. Additionally, group activities, interactive and infotainment activities, such as business simulations and metaphor games, were incorporated to facilitate active learning and engagement among participants. Through this comprehensive approach, participants are equipped with both theoretical knowledge and practical skills to effectively navigate the complexities of entrepreneurship.

Trainers facilitated discussions, hands-on learning experiences, and provided continuous feedback for improvement. Participants were encouraged to actively participate and apply their learning to real-world scenarios.

The programme will continue to offer ongoing enterprise support services to assist women in building and growing their businesses. The service encompasses various aspects of business management and

development, including providing access to mentorship and coaching from experienced professionals tailored to the specific needs of each entrepreneur. These services aim to provide continuous guidance, resources, and assistance to entrepreneurs as they face the challenges and opportunities of running a business.



Participants on an exposure visit during the training