

Entrepreneurial Facilitation Centre (EFC) Pre-Co Creation activity



Pre-co creation activity session being held for the Establishment of the EFC in TARAGram Orchha

The Entrepreneurship Facilitation Centre is a pivotal component of the Women-Led Enterprises (WLE) project, funded by the Bill and Melinda Gates Foundation (BMGF). This centre serves as a nexus, connecting block-level entrepreneurship facilitation centres and udyame kiosks to assist women in overcoming the challenges they face in establishing enterprises. The platform's foundation was laid through pre-co-creation sessions with Cluster Level Federation (CLF) cadres from selected CLFs across five districts in Uttar Pradesh, along with Block Mission Managers (BMMs) and District Mission Managers (DMMs).

The primary objective of these sessions was to evaluate the existing infrastructure and mechanisms within SRLM/CLF structures and to explore ways to leverage resources from stakeholders and local institutions in support of the Entrepreneurship Facilitation Centre (EFC).



Pre-co creation activity session being held for the Establishment of the EFC in Sonbhadra district

Several valuable insights emerged from these discussions. The BMMs proposed the establishment of a block-level sub-committee to enhance entrepreneurship through the TFMC, with the aim of creating model entrepreneurs within each group who could serve as role models. Key financial resources were identified, including banks like Punjab National Bank and microfinance organisations. For capacity building, participants suggested utilising resources from NRLM, RSETIs, and the 'Kaushal Vibhag', and emphasised the importance of enhancing marketing knowledge through digital platforms, peer-to-peer learning, and CLF support.

Members of the CLF highlighted the necessity of a centralised facilitation centre that could provide skill training in cash crop farming, improve infrastructure, and offer digital and financial literacy. Access to online market portals and social media marketing was also identified as crucial. The proposed Kendra could function as a knowledge hub, providing information on marketing, government schemes, and skill training. It could also offer vocational training, serve as a wholesaler for bulk products, and operate with a governance structure consisting of 12 committee members, including two women in each department.

Despite their enthusiasm for acquiring new skills and entrepreneurship, many women lack leadership training and are primarily engaged in traditional sectors such as agriculture. They often face the "double shift" challenge due to unequal domestic responsibilities, shaped by prevailing gender roles, which hinders their entrepreneurial efforts. While there is significant interest among women in financial and digital literacy, they encounter difficulties in accessing capital and online platforms for transactions. Furthermore, limited access to professional networks and mentoring restricts their ability to grow their businesses and expand beyond traditional industries.

Addressing these issues requires a concerted effort to provide vocational and technical training, along with improved family support, to enhance women's representation in diverse fields and strengthen their entrepreneurial ventures.



Pre-co creation activity session being held for the Establishment of the EFC in Mirzapur