

Soochnapreneur Phase 2- Women Soochnapreneur Orientation workshop

Venue- Ibtada Resource Centre, Nogava Block, Alwar, Rajasthan

Date- 21/12/2017

Participants-

1. Arpana sharma
2. Shishir purohit
3. Pankaj sharma
4. Shalu Yadav
5. Abu Maroof
6. 23 rural women entrepreneurs

Objective-

1. Introducing Soochnapreneur theme to the selected potential women entrepreneurs from Alwar.
2. To help participants get the basic understanding about useful, relevant information ,it's sources and medium.
3. Highlight business, social entrepreneurial ethics to participants.
4. Brief on business model & methodology of Soochnapreneur program.
5. MeraApp training.

Trainers-

1. Arpana
2. Shishir

The training comprised of simulated activities, interactive sessions, individual and group presentation supported by visual aid. The participants were trained on tablets preloaded with MeraApp that will be used to engage with community and run the information business. The training started with an orientation workshop explaining the key objective behind the program that is reaching out to the vulnerable section of the society. The trainers made efforts to explain and establish the emotion 'serving the unserved' among the participants and build the engaging outlook required for effective community service.

All the participants received hands-on-training on MeraApp and how to use the tool in schemes and entitlements information dissemination, effectively. The women entrepreneurs diagnosed the app features and practiced doing beneficiary data entry on app. The existing SPs in Alwar also participated in the training and shared their experiences of running their Soochna Seva Kendra and how MeraApp enabled them to reach out to the larger audience. The SoochnaPreneurs from first phase were fully responsible for the MeraApp training. The total 23 women participants were divided into small sub 5 groups headed by a Soochnapreneur separately. This helped the women SPs to train more efficiently without any apprehensions. The SPs from phase 1 are locals with an understanding of socio-economic limitations of the women in their community. They understand their psyche and accordingly communicated with the women participants. To a large extent, the women felt much more comfortable and were able to vocalize their thoughts and queries without any hesitation. The overall concept of Soochnapreneurs integration from phase 1 in the women Soochnapreneur training turned out to be quiet productive as most of the participants, at the end of training, found MeraApp to be user friendly and useful in data entry.

The SPs also were given rigorous training on Rajasthan state government websites and how to use them as sources to gather information about the government programs. The purpose was to enable women entrepreneurs use online information and train them to find relevant information without getting distracted by the excessive information available on the internet. In principal, the women entrepreneurs learned how to use key words during research on internet and capture real, relevant and suitable data.

Photos







