

## **Entrepreneurship Development Program for 100 persons with disabilities (PwDs)**

**Goal** To enhance the socio-economic condition of 100 persons with disabilities (PwDs)

### **Objective(s)**

- To provide job-specific skill training to 100 persons with disabilities (PwDs)
- To promote entrepreneurial abilities among 100 persons with disabilities (PwDs)
- To provide market linkage support to 100 persons with disabilities (PwDs)

### **Project Brief**

100 persons with disabilities (PwDs) from marginalised communities residing in the various districts in India will be provided skill training for market driven job-specific roles. The impetus behind the project is to inculcate skill-sets, entrepreneurial abilities and self-reliance among the beneficiaries while empowering them create income generation opportunities for themselves. The proposed intervention has been designed to mitigate existing **skill-deficit** menace especially in the **rural** and semi-urban areas and contribute to the supporting environment created by government's skill development and entrepreneurship promotion initiatives efforts such as "Skill India".

### **Beneficiary Profile**

100 persons with disabilities (PwDs) from marginalised communities especially homemakers with basic level of education, desire to acquire skills and explore livelihood options so as to be self-reliant.

Timeline

12 months

### **Rationale**

#### **Leveraging entrepreneurship to create income generation opportunities for PwDs**

The objective of the program is to reduce poverty by skilling 100 persons with disabilities in several job-specific roles while promoting entrepreneurial abilities in them and linking them to markets.

The proposed intervention seeks to reach-out to the 100 persons with disabilities in target districts to enhance their income generation options enabling them to become self-reliant. The intervention impetus is to provide not just skill based training but an opportunity to develop entrepreneurial abilities and mind-set required to self-manage and sustain their own home-

based economic activities. The program aims to provide market-backward and forward-linkage clubbed with access to the credit and investment institutes.

### **Access to Resources, Markets and Opportunities**

The proposed intervention promotes entrepreneurship and gender parity. One of the highlights of the proposed intervention is to enable especially the women with disabilities armed with necessary support to reach-out to the potential markets for generating self-sustainable revenues.

The beneficiaries will be provided support and guidance to reach out to potential buyers in the target district and other prospective region. The implementation agency will help the beneficiaries in identifying potential market area and enable them to penetrate it, effectively. In addition, beneficiaries will be further supported to avail financial benefits under various government schemes along with linkages to investment institutes.

The proposed intervention will provide necessary support to beneficiaries to access to markets and resources. With special focus on developing basic financial literacy and critical thinking skills enabling persons with disabilities to make well-informed choices and take calculated risks. To bring that transformation, first-step will be to set-up a training centre for providing best skill-based teaching and learning environment and develop outlook for modern best practices in the business development. Inherent challenges in like lack of social mobility, gaps in availing technology, no credit access, lack of managerial abilities and domain knowledge will be addressed through this intervention.

The training curriculum will focus on personality development of beneficiaries in order to improve their employability and enhance their ability to read market opportunities pro-actively which will enable them to start, manage and expand their economic activities. Beneficiaries will be supported by implementation agency in to access markets through following linkage strategy;

### **Outcome(s)**

- 70% beneficiaries business operating at self-sustainable mode
- 70% beneficiaries linked with direct markets
- Improved financial inclusion level of women with disabilities
- Beneficiaries with sustainable income become confident and self-reliant