





## I BACKGROUND

In many developing countries, women increasingly find themselves in a position of wishing to, or even having to, start and run their own business. In some cases, public pronouncements have been made on the desire, indeed the need, for greater participation of women in economic and other productive activities. The main reasons for this development vary from country to country but generally include the state of crisis in the agricultural sector, shrinking job opportunities in non-farm sectors, redundancies in the public sector (usually as a result of structural adjustment policies) and greater responsibilities of women, in many cases, as the sole or major support of their families, inter alia.

Against this backdrop, in most countries, is the lack of policies and coherent strategies specifically aimed at the promotion of small and medium-sized enterprises (SMEs) generally and, worse still, for women's entrepreneurship in particular.

Besides the latter point, the rationale for holding seminars on this subject stems from some underlying considerations as to the existence of a specific female factor in the more general question of SME promotion and development. Of significance also is the fact that the large numbers of women engaged in SME sector activities form an essential component of entrepreneurship as a whole in many countries. Additionally, in recent years, there has been a development from traditional areas of activity to a new generation of women entrepreneurs with a high level of education and skills in enterprise sectors not customarily renowned for women.

In response to the above, the International Training Centre of the ILO organised two courses in 1989 and 1990 on the subject in question with participants drawn from Latin America and Francophone Africa respectively. These provided a frame of reference with regard to the present position and patterns in this field as well as approaches and tools most appropriate for promoting women's entrepreneurship. The proposed course builds on this preparatory work and, as in previous years, will also provide a forum for the sharing of international experience from both developed and developing countries.

## II COURSE OBJECTIVES

The main aim of the programme is to examine measures in various countries, share international experience and subsequently provide guidelines that could be used in developing appropriate policies and strategies for promoting women's entrepreneurship in participants' countries.



At the end of the programme, participants would:

- be aware of measures, and their broad impact, in selected developed and developing countries for the promotion of SMEs generally and women's entrepreneurship in particular;
- have the ability to review and examine measures for the promotion of women's entrepreneurship;
- have the ability to develop appropriate strategies for the promotion of women's entrepreneurship;
- have know-how of the process of policy formulation for SMEs and women's entrepreneurship;
- have developed a plan of action relating to promoting women's entrepreneurship to be implemented upon their return home.

### III COURSE PREREQUISITES

Every participant is required to prepare beforehand and bring with them a report on women's entrepreneurship in their country. The report should highlight the situation of women in development and SMEs, including needs of the sector and current measures, notably policies, support institutions and programmes. Basic country data should also be provided. On joining the programme, each participant will be expected to present their report to a group made up of the other participants and resource persons. All the reports, once presented and amended in the light of comments, will be collated and distributed to participants and resource persons. The reports may also eventually form the basis of, or be included in, future ILO Turin Centre training materials and/or publications.

During their time in Turin, participants would also be expected to prepare an Action Plan specifying what they intend to do personally as a result of the programme upon their return home. Shortly before the end of the course, every participant would present their Action Plan to the other members on the course and a panel. These Action Plans may eventually be included in ILO Turin Centre training materials and/or publications. They will also be used for evaluation purposes in the follow-up seminar planned later in the year in the region.

### IV PROFILE OF PARTICIPANTS

The course is aimed at people - both men and women - involved in policy formulation or the development/implementation of strategies for SME development AND who are also engaged, or have an interest, in the promotion of women's entrepreneurship. These may come from government ministries and departments, women's associations, SME support organisations, training/educational institutions, the private sector, chambers of commerce and other professional associations, among others. Women are particularly encouraged to apply.



## V LANGUAGE

The course will be conducted in English, a good command of which is an essential condition.

## VI COURSE STRUCTURE AND CONTENT

The course will comprise four progressive phases as follow:

### **Phase 1      Definition of local and regional contexts**

Each participant will present a country report elaborating the specific situation relating to SME development and women's entrepreneurship. Needs and priorities will also be presented along with information relating to women in development and their countries. As stated elsewhere, the preparation of the report should be completed before the course begins.

The country reports will be discussed and analysed using appropriate frames of reference. Following this examination, it is hoped to derive a regional overview of the subject.

### **Phase 2      Structured review of policies and strategies for SME development and women's entrepreneurship**

Following the country presentations, the course will review measures to be found in selected developed and developing countries for promoting women's entrepreneurship. The impact of these measures will be established and lessons drawn from the experience. In the process, a framework and tools for carrying out such analysis will be developed. Study visits within Italy and interactions with various people and organisations with an interest in the subject will provide an interesting complement to counterpoint the intensity of class-based sessions.

### **Phase 3      Process and guidelines for policy formulation and strategy development for SMEs**

To enable participants draw up Action Plans containing their recommendations for strategy, and also to provide knowledge of policy formulation, participants would work on a real case study on the methodology for policy and strategy development developed and currently being implemented in a country in Africa.

### **Phase 4      Formulation and presentation of Action Plans**

In the final stage of the course, participants will be asked to prepare and present a plan of action, detailing recommendations for policy and strategy as well as personal responsibility, for implementation upon their return home. These plans will include an outline timetable for their execution and the normal project design components.



## VII METHODOLOGY

An action-oriented, highly participative approach will be employed throughout the course. Heavy emphasis will be placed on sharing of international experience which can be adapted for use elsewhere. A practical dose of sound concepts and principles will also be injected. Participants would be expected to be able to apply the concepts provided and adapt experience found elsewhere to their particular environments. There will be ample opportunity to meet and interact with representatives of women's groups and other interested organisations as well as experts in the field of women's enterprise. Complementary visits would also be organised to firms, support organisations and government departments in Rome and Bologna, besides Turin itself.

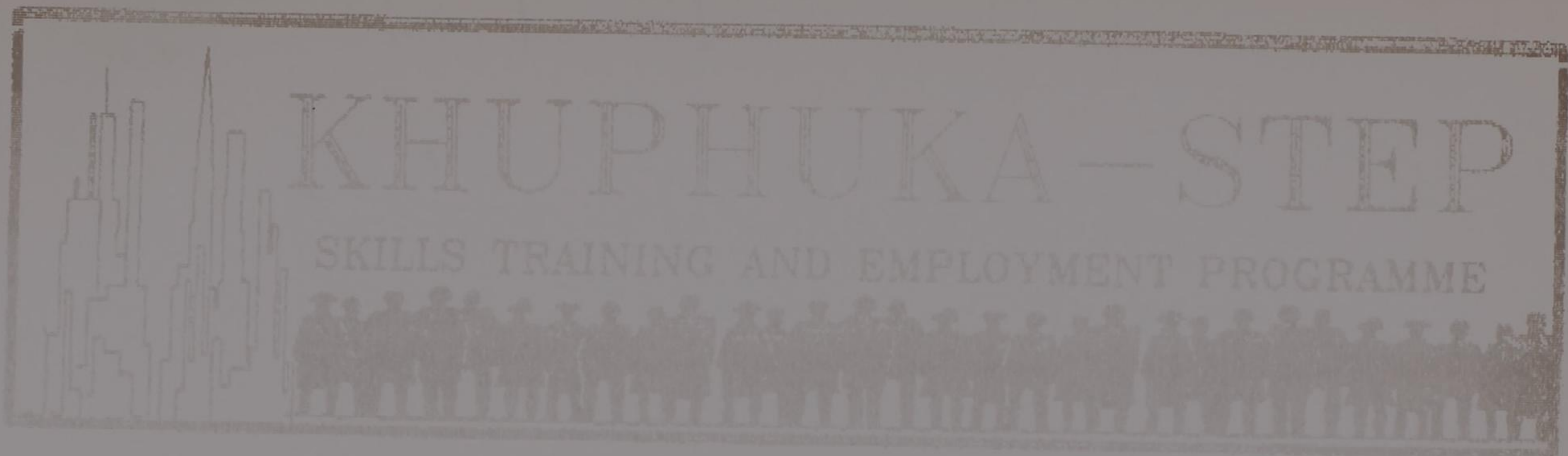
## VIII EVALUATION AND FOLLOW-UP

The extent to which participants have achieved the objectives of the course will be the subject of the end-of-course questionnaire. In addition, a follow-up seminar is planned in Africa later in 1993 (date to be determined) aimed at further evaluation of the programme besides assessing progress with Action Plans, filling learning gaps and determining proposals for future action, as required.

## IX DURATION, STARTING DATE AND VENUE

The course is planned for <sup>6</sup> weeks, from 1 February to 12 March 1993. It will be held at the International Training Centre of the ILO in Turin, Italy.





1017/20 Tower B  
Salisbury Centre  
349/51 West Street  
Durban 4001

c/o Education Development Trust  
Tel: 031- 3071195/6/7  
Fax: 031-3076831

## FAX COVER NOTE

TO: Cde... M... TIKLY

FAX NO 298007

FROM: KHOSANA "Judas" MANANGLA

MESSAGE: RECEIVE A COPY OF PROGRAMME  
ON POLICIES AND STRATEGIES FOR  
PROMOTING WOMEN'S ENTERPRENEURSHIP  
GREETINGS

No of pages including this one: 7 (seven)

NB. If you do not receive all pages, or any portion of the transmission is illegible, please phone us at the above number immediately.