



**Erasmus + “Skilling ECO-VET” Project
ERASMUS-EDU-2022-CB-VET
Project ID 101092440**

Deliverable 4.3
**2 market-oriented skills development trainings and soft
skills training for women designed and delivered
plus
1 employment innovative scheme for women on
entrepreneurship designed and delivered**

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Deliverable introduction

Deliverable 4.3 specifically focuses on the design and delivery of two training programs aimed at developing market-oriented skills and soft skills for women, as well as the design and implementation of one innovative employment scheme for women in entrepreneurship. This deliverable falls under Work Package 4, dedicated to Quality VET Services and Provisions. The overall objective of this activity is to enhance employability by promoting a stronger alignment of VET with emerging local labor market opportunities, and, in particular, to increase women's access to entrepreneurship and skills in microfinance, marketing, and business development.

The training activities were implemented through two distinct programs conducted in Senegal and Ghana.

In Senegal, an intensive **Digital Entrepreneurship Training** took place at the Médina Nursery in Dakar from 25 to 29 November 2024. While the training was not exclusively targeted at women, it featured a strong female participation and was clearly designed to support women's entrepreneurship. The five-day program brought together a diverse group of participants, including Heads of Support to Insertion Units (RCAI) and entrepreneurs, with the aim of providing tools and strategies for developing sustainable digital projects tailored to the market. While the module covered general topics of digital entrepreneurship—such as business modeling, digital content creation, and e-reputation—its integration within the project and the participant profile clearly demonstrate a deliberate focus on fostering women's entrepreneurship.

In Ghana, a training on Women's Entrepreneurship and Soft Skills (Innovative Scheme for Employment with Soft Skills Training) was held at the Don Bosco Technical Institute in Odumase, Sunyani, from 27 to 29 November 2024. This training aimed to equip final-year female students with knowledge and skills in women's entrepreneurship, soft skills, and innovative employment schemes. Specific objectives included addressing challenges and opportunities in women's entrepreneurship in Ghana, providing essential skills, and introducing support systems to foster the success of women entrepreneurs.

The deliverable is structured as follows:

1. **Digital Entrepreneurship Training Report** (FR), followed by attendance sheet and training materials
2. **Innovative Scheme for Employment with Soft Skills Training Report** (EN), followed by attendance sheet and training materials.



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Rapport de formation

Formation en Entrepreneuriat Digital

Date: 25/11/2024-29/11/2024

Lieu: la Pouponnière de Médina, Dakar (Senegal)

Introduction

Du 25 au 29 novembre 2024, la Pouponnière de Médina, Dakar a accueilli une formation intensive sur l'entrepreneuriat digital, rassemblant un groupe diversifié de participants, incluant trois Responsables de Cellule d'Appui à l'Insertion (RCAI), six entrepreneurs, et une gestionnaire de projet. Ce programme de cinq jours visait à doter les participants d'outils et de stratégies pertinentes pour développer des projets numériques viables et adaptés aux besoins du marché.

Les objectifs visés dans cette formation sont entre autres :

- **OS1** : formater les participant en entrepreneuriat digital ;
- **OS2** : Faciliter l'élaboration du modele economique ;
- **OS3** : Faciliter la création de contenus digitales et l'utilisation optimale des reseaux sociaux

Ce rapport illustre l'efficacité de la formation et les débats fructueux qui s'y sont tenus. Il ouvre une belle perspective d'avenir fondée sur un suivi actif des différents bénéficiaires pour d'abord l'application des contenus reçus et ensuite la répliquabilité. Grâce à ces efforts, nous espérons une amélioration significative dans la mise en œuvre des projets d'entreprise des jeunes.

Points à l'ordre du jour

Jour	Heure	Activités	RESPONSABLES
Module : Introduction à l'entrepreneuriat digital			
25/11/2024	8h00-8h30	Petit déjeuner	Soeurs Franciscaines
	08h30 - 09h00	Installation des participants	ASSFS
	09h00 – 09h15	Ouverture	ASSFS/VIS
	09h15 – 09h20	Partage de l'agenda de la formation	ASSFS



	09h20- 10h00	Fleur de vie digital	Consultant
	10h00- 10h15	Présentation projet Skilling Eco VET	ASSFS
	10h15-11h15	Leadership et dynamisme	VIS
	11h15-11h45	Pause café	Soeurs Franciscaines
	11h45-12h45	Leadership et dynamisme	VIS
	12h45 – 14h	• Introduction à l'entrepreneuriat digital • Comprendre l'écosystème numérique • Les tendances actuelles et l'impact du digital sur les affaires	Consultant
	14h-15h	Déjeuner	Soeurs Franciscaines
	15h – 17h	• Etudes de cas : Jumia et Expat Dakar • Restitution des travaux • Identité et valeur de marque en ligne • Construire son image de marque	Consultant
	17h – 18h	• Cas pratique : Élaboration d'un persona client • Restitution des travaux	Consultant
	18h – 18h30	Synthese et cloture	Consultant
	19H30	Diner	Soeurs Franciscaines
Module: Modele d'affaire digital			
	8h00-8h30	Petit déjeuner	Soeurs Franciscaines
26/11/2024	9h – 11h	• Introduction au modele d'affaire digital • Etudes du BMC • Cas Pratique 1 : definir la proposition de valeur et le segment client	Consultant
	11h - 11h30	Pause-café	Soeurs
	Franciscaines		
	11h30 – 14h	• Restitution des travaux • Cas pratique 2 : définir les activités clés et les ressources clés • Restitution des travaux • Cas pratique 3 : définir la relation client et les canaux de	Consultant



		- distribution - Restitution des travaux Cas pratique 4 : définir les partenaires clés, les couts et les revenus	
	14h – 15h	Déjeuner	Sœurs Franciscaines
	15h – 16h	Restitution des travaux	Consultant
	16h – 16h30	Synthese et cloture	Consultant
	19H30	Diner	Soeurs Franciscaines
Module : Création de contenus et stratégie digital			
27/11/2024	08h-08h30	Petit déjeuner	Soeurs Franciscaines
	09h – 10h	Présentation global sur le marketing digital	Consultant
	10h – 10h30	Présentation de Canva et de ses opportunités en marketing	Consultant
	10h30 – 10h45	Définition du besoin en contenu et des formats	Consultant
	10h45 – 11h00	Cas pratique 1 (par binômes) : création d'un profil web professionnel	Consultant
	11h - 11h30	Pause-café	Sœurs
	Franciscaine		
	11h30 – 14h	Cas pratique 2 : création d'une identité visuelle et définition de la charte graphique Cas pratique 3 : création d'une affiche à partir d'un Template Cas pratique 4 : création d'une bannière	Consultant
	14h – 15h	Déjeuner	Sœurs
	Franciscaines		
	15h – 16h	Cas pratique 5 : création (individuellement) d'un logo et d'une affiche	Consultant
	15h30 – 16h	Synthese et cloture	Consultant
	19H30	Diner	Sœurs Franciscaines
Module : Création et gestion de la communauté de la marque			
28/11/2024	8h00-08h30	Petit déjeuner	Sœurs Franciscaines
	09h – 10h	Choix du media social (Facebook, Instagram etc.)	Consultant
	10h – 10h30	Choix du support générateur ia (deepai)	Consultant
	10h30 – 10h45	Elaboration du plan de publication	Consultant



	10h45 – 11h00	Cas pratique 1 : élaboration du plan de publication	Consultant
	11h - 11h30 Franciscaines	Pause-café	Sœurs
	11h30 – 14h	- Restitution des travaux Cas pratique 2 : Elaboration d'un formulaire d'identification des besoins du client	Consultant
	14h – 15h	Dejeuner	Sœurs Franciscaines
	15h– 16h	- Restitution des travaux - Analyse des donnees collectees	Consultant
	16h – 16h30	Synthese et cloture	Consultant
	19H30	Diner	Sœurs Franciscaines
Module : Formalisation de l'entreprise et formalisation			
29/11/2024	8h00-08h30	Petit déjeuner	Sœurs Franciscaines
	09h – 10h30	Types d'entreprises qui existent : avantage et inconvénient	Consultant
	10h30 – 11h	La Start-Up et ses avantages pour une entreprise digitale	Consultant
	11h - 11h30 Franciscaines	Pause-café	Sœurs
	11h30 – 13h30	Les mecanismes de financement	Consultant
	13h30-14h30	Dejeuner	Sœurs Franciscaines
	14h30 – 15h30	Evaluation et conclusion de l'ensemble de la formation	Consultant / ASSFS
	15h30 – 16h	Cloture de la formation	Consultant / ASSFS
	19H30 Franciscaines	Diner	Sœurs

Methodologie de formation

La formation s'est basée sur une approche interactive et participative. L'animateur a mis en œuvre plusieurs techniques :

- **Ateliers pratiques** : Les participants ont été répartis en groupes pour travailler sur des études de cas.
- **Restitutions/présentations** : Différents experts ont partagé leurs expériences sur la planification et le suivi-évaluation.
- **Échanges en plénière** : Permettant un retour d'expérience et une discussion enrichissante sur les attentes et les challenges rencontrés sur le terrain.



- **Objectifs SMART** : Le concept d'objectifs Spécifiques, Mesurables, Atteignables, Réalistes et Temporels a été particulièrement mis en avant pour la formulation des objectifs des projets des jeunes et la définition de stratégies innovantes.

Animation des sessions de formation

Les séances de formation sont animées au profit des participants ciblés par les centres. Pour chaque session, des travaux de groupe sont proposés pour être dans la pratique.

Pour chaque thème abordé, la démarche suivante a été appliquée :

- 1) Exposé introductif thématique, brainstorming ;
- 2) Apports théoriques préliminaire ;
- 3) Travaux de groupe et restitution ;
- 4) Étude de cas / jeux de rôles ;
- 5) Échanges d'approfondissement ;
- 6) Synthèses journalières des apprentissages.

Les conditions de travail et de bien être ont été définies au préalable à travers l'outil "**charte de confiance**" et des séances de brises glace sont organisées à chaque séance pour offrir une bonne atmosphère de travail.

Le formateur a jugé utile de faire usage de la langue wolof et du français en même temps pour permettre aux participants avec un faible niveau dans la langue française de se sentir à l'aise.

Les axes de formation

La formation s'est ouverte par une introduction au concept de modèle d'affaires, où les participants ont été encouragés à réfléchir à la manière dont leur offre peut créer de la valeur pour les clients. Des ateliers interactifs ont permis d'explorer différentes approches d'élaboration de modèles d'affaires, en mettant en lumière des exemples réussis. L'identification des besoins clients a également été un point central de la formation. Par le biais de sessions de brainstorming et d'études de cas, les participants ont appris à utiliser des outils comme les enquêtes et les groupes de discussion pour mieux comprendre les demandes du marché et adapter leurs offres en conséquence.

Un accent particulier a été mis sur le positionnement et la stratégie marketing, où les participants ont étudié les canaux de distribution appropriés et les moyens de se démarquer sur un marché saturé. Les stratégies de marketing digital, notamment l'utilisation des réseaux sociaux, des campagnes publicitaires en ligne, et du référencement, ont été abordées en profondeur. En parallèle, la création de contenus digitaux pertinents et attrayants a été au cœur des discussions, avec des exercices pratiques permettant aux participants de développer des compétences en rédaction et en création multimédia.



L'identité de marque et les valeurs ont été présentées comme des éléments clés pour établir une connexion authentique avec le public. Les participants ont travaillé sur la définition de leur mission, de leur vision et de leurs valeurs fondamentales, apprenant l'importance de la cohérence entre ces éléments et leurs activités de communication. Ceci a été associé à une réflexion sur le choix de la plateforme, permettant aux entrepreneurs de sélectionner les outils numériques les plus adaptés à leur cible, tout en tenant compte des ressources dont ils disposaient.

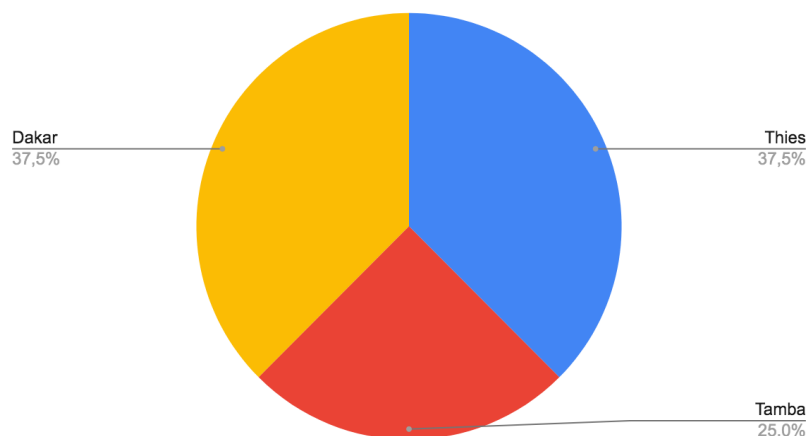
La formation s'est conclue par des présentations où chaque participant a pu exposer un projet réfléchi au cours de la semaine, recevant des retours constructifs de la part du formateur et du jury. Ce format interactif a favorisé un apprentissage collaboratif, enrichissant les échanges et renforçant le sentiment de communauté parmi les participants.

Bilan de la formation

Les participants ont manifesté un intérêt soutenu et un engagement tout au long des cinq jours de formation. Selon les évaluations faites à chaud (à travers un formulaire) à la fin des sessions, il en ressort que :

- La participation active des bénéficiaires a été notée ainsi que leur niveau d'engagement à suivre la formation et appliquer les outils malgré qu'ils soient issus de régions différentes.

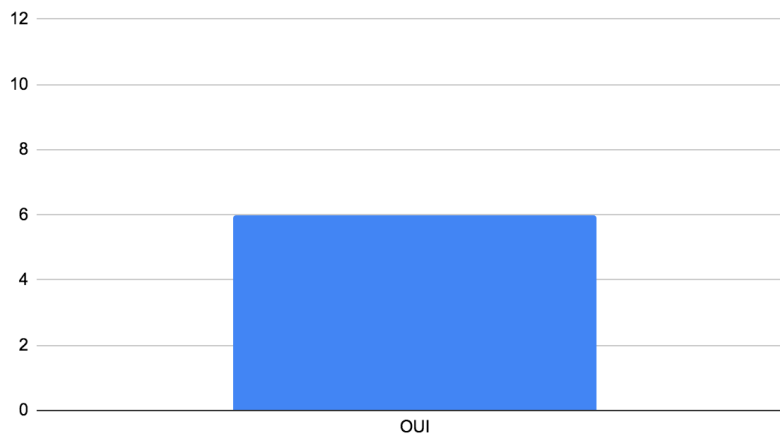
Nombre de Provenance (d'ou venez-vous ?)





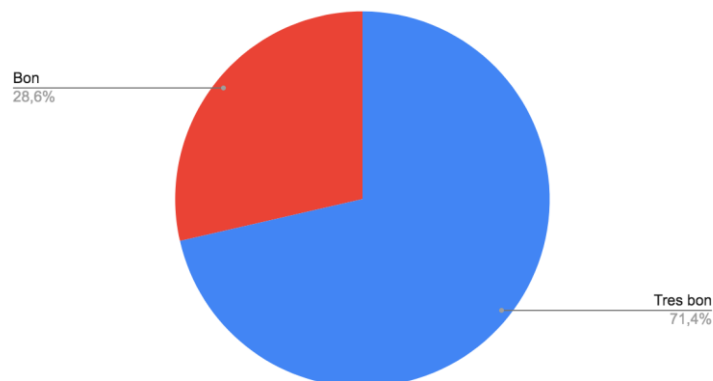
- Tous les participants estiment avoir acquis de nouvelles compétences.

Avez-vous ressenti une progression après la formation ?



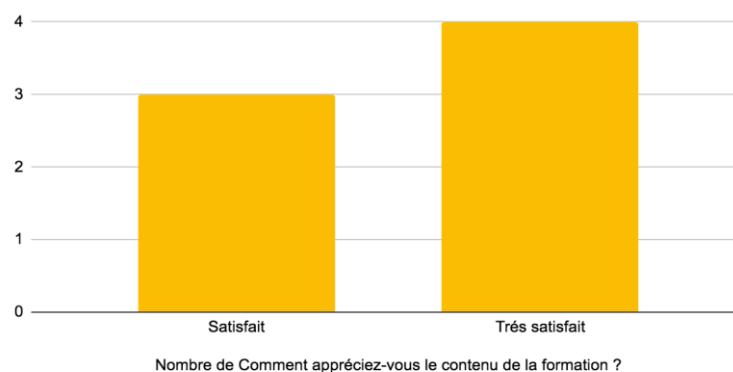
- Les participants estiment être globalement satisfait du formateur

Nombre de Comment trouvez-vous le formateur ?



- Les participants ont exprimé leur satisfaction pour les cinq jours de formation

Nombre de Comment appréciez-vous le contenu de la formation ?





RECOMMANDATIONS

Cette formation en entrepreneuriat digital a offert aux participants des compétences concrètes et applicables, leur permettant de mieux naviguer dans le paysage entrepreneurial numérique. Grâce à des méthodologies innovantes et à des interactions enrichissantes, les participants ont quitté la Pouponnière de Médina avec de nouvelles perspectives et un réseau de soutien précieux pour leurs futurs projets.

Néanmoins, des recommandations peuvent être formées pour assurer la continuité de l'apprentissage :

- **Sessions de Suivi** : Organiser des sessions de suivi pour soutenir la mise en œuvre des projets d'entreprise des jeunes des centres Don Bosco.
- **Accompagnement des entrepreneurs** : Élaborer une base de données des entrepreneurs dans les centres et leur proposer un accompagnement sur mesure.
- **Prendre en charge le formateur** : Toujours prévoir la prise en charge de l'hébergement du formateur.

Signé par :	Birane MACOLY Directeur du cabinet CMC Afrique
Date :	Fait à Thiès, le 04 décembre 2024
Validation :	 



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Quelques images





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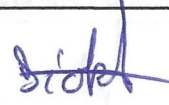
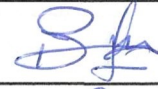
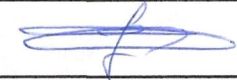
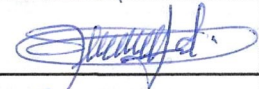


Rédigé par CMC Afrique & ASFSS
Décembre 2024



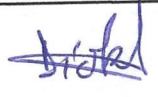
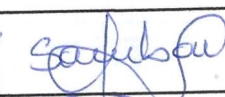
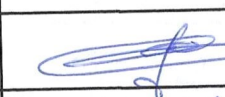
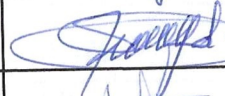
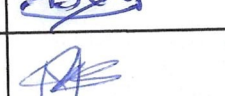
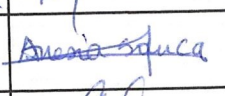
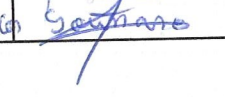
LISTE DE PRESENCE FORMATION ENTREPRENEURIAT DIGITAL ET THEMES TRANSVERSAUX

24/11/2024

N°	NOM/PRENOM	FONCTION / FILIERE	ORGANISATION PARTENAIRE	E-MAIL	SIGNATURE
01	Anna Héléne Dior DEORH	Chargée d'Administration et Finance / S.F.F.S	Bociéle Saint François de SALES	didh@bosco- action.org	
02	Birane Macoly	Formateur	CMC Afrique	legdep@priece- gabon.org	
03	Joseph Alexandre NDEYE	RCAI / Prof	DON BOSCO DAKAR	alexandernde- @hotmail	
04	Kamenia Boudie Gladys Laetitia	Entrepreneure / Agroalimen- taire	Amoris Laetitia	lilitos1999@ Yahoo.fr	
05	Pengui Sounane	Entrepreneure / agroalimentaire	Djike Gabon	PenguiSounane97a@ gmail.com	
06	Anesia sauco	Restauration (3 année) formation en cours entrepreneuse	Don Bosco Dakar	saucanania10@ mail.com	Anesia sauco
07	Edouard Cabral COLY	RCAI TAMBA	Don Bosco Tamba	eddycoly2018@ gmail.com	
08	Michel Dioné	RCAI Thiès	Don Bosco Thiès	michdione- @gmail.com	
09	Ngam Thioro	Electrotechnicienne	Don Bosco Thiès	thioro238@ gmail.com	
10	Josephine	Mecanicienne Automobile	Don Bosco Tamba	josephine@ gmail.com	

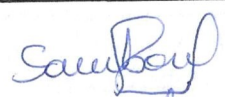
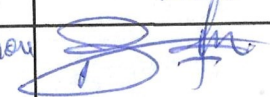
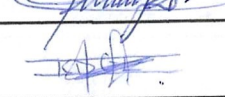
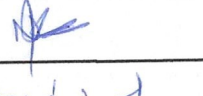
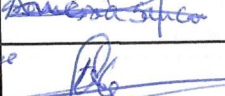
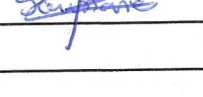
LISTE DE PRESENCE FORMATION ENTREPRENEURIAT DIGITAL ET THEMES TRANSVERSAUX

25/11/2024

N°	NOM/PRENOM	FONCTION / FILIERE	ORGANISATION PARTENAIRE	E-MAIL	SIGNATURE
01	Anna Helène Dior DIORH	chargée d'Administration et-finance / SSFS	Société saint François de SAL	diokh@bosco- action.org	
02	Naou Brigitte SARBOU	Gestionnaire de projets	ASSFS	brigitte.sarbou @bosco-action.org	
03	Brian Macoly	leadershipvision@ yahoo.fr	CMC Afrique	leadershipvision@ yahoo.fr	
04	Edouard Gabriel Coly	Gestionnaire / R.C.A.I	Don Bosco Tamba	eddygoga2018 @gmail.com	
05	Michel Dion	Formateur / R.C.A.I Thies	Don Bosco Thies	michdion@ gmail.com	
06	KAMENI DOUDIE Gladys Laetitia	Entrepreneure / Agroalimentaire	Amoris Laetitia	lilitos1999@ yahoo.fr	
07	Josephine Bou bane	Mecanicienne Automobile	Don Bosco Tamba	josephine@gmail .com	
08	Thioro Ngom	Electrotechnicienne	Don Bosco Thies	Thioro38@ gmail.com	
09	Anesia Sanca	2 ^e Année en Restauration Entrepreneure	Don Bosco Dakar	sancaania1@ gmail.com	
10	Joseph Alex NDEYE	RCAI / Prof	Don Bosco Ni	alexanderndeye@ gmail.com	
11	Diouly KDAO	Electricienne	Don Bosco Tamba	dioulyndao82@ gmail.com	
12	Pongui Sannane	Entrepreneure / Agroalimentaire	Djite Gabou	Ponguisannane97@gmail.com	

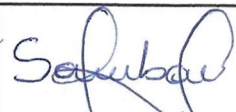
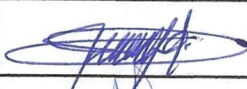
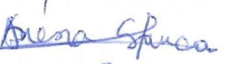
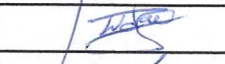
LISTE DE PRESENCE FORMATION ENTREPRENEURIAT DIGITAL ET THEMES TRANSVERSAUX

26/11/2024

N°	NOM/PRENOM	FONCTION / FILIERE	ORGANISATION PARTENAIRE	E-MAIL	SIGNATURE
01	Marie Brigitte SANBOU	Gestionnaire/ASSFS	ASSFS	brigitte.sambu@bosco-action.org	
02	Brianne Naoely	leadershipvision@yahoo.fr formatrice	CRC Afrique	leadershipvision@yahoo.fr	
03	Edouard Gabriel COLY	Gestionnaire/RCAI	Don Bosco Tamba	eddycoly2018@gmail.com	
04	Michel Lioné	Formateur/RCAI Thies	Don Bosco Thies	michelione@gmail.com	
05	KARENIE DOUDIE Gladys laetitia	Entrepreneure /Agroalimentaire	Amoris laetitia	dilib1999@yahoo.fr	
06	Josephine BOUBAIME	Mécanisme Automobile	Don Bosco Tamba	joseph.gamaf.com	
07	Rino Ngom	Electrotechnicienne	Don Bosco Thies	thiob38@gmail.com	
08	Anéria Saucá	2 ^e Année année en restauration entrepreneuse	Don Bosco Dakar	saucaneria1@gmail.com	
09	Joseph Alex NDEYE	RCAI/Prof	DON BOSCO	alexanderndeye@hotmail.fr	
10	Diouly	ADAO Electicienne	DON BOSCO Tamba	dioulyndao@gmail.com	
11	Pongui Seumane	Entrepreneure/Agroalimentaire	Djike Gabou	Pongui Seumane@gmail.com	

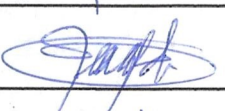
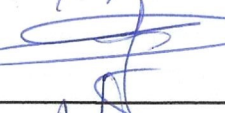
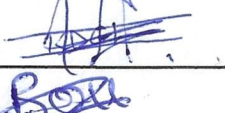
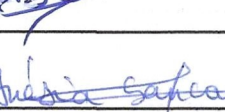
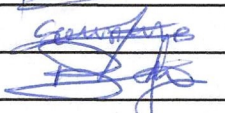
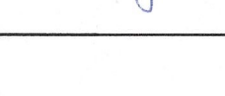
LISTE DE PRESENCE FORMATION ENTREPRENEURIAT DIGITAL ET THEMES TRANSVERSAUX

27/11/2024

N°	NOM/PRENOM	FONCTION / FILIERE	ORGANISATION PARTENAIRE	E-MAIL	SIGNATURE
01	Marie Brigitte SARR BOU	Gestionnaire de projets	DSS FS	marie.brigitte@baco-action.org	
02	Braque nacoly	Formateur	CRC Afrique	braquedehypocrite@yahoo.fr	
03	Edouard Cely Gabriel	Gestionnaire / R.C.A.I	Don Bosco Tamba	eddycoza2018@gmail.com	
04	Michel DIDNE	Formateur / R.C.A.I	Don Bosco Thies	mich didne@gmail.com	
05	KAMENI DOUDIE Gladys Laetitia	Entrepreneure / Agroalimentaire	Amoris Laetitia	lilita1999@yahoo.fr	
06	Josephine Boubane	Mecanicienne Automobile	Don Bosco Tamba		
07	Thioro Ngom	Electrochienne	Don Bosco Thies	ThioroNgom412a@gmail.com	
08	Anesia Sauea Joseph Alex NDYE	2 ^e année en restauration / Entrepreneur Don Bosco Dakar	Don Bosco Dakar	saueaagnesia12@gmail.com	
		R.C.A.I / Prof	Don Bosco Dakar	alexanderndye@hotmail.fr	
10	Diouly NDAO	Electricienne	Don Bosco Tamba	dioulyndao88@gmail.com	
11	Pongui Sawane	Entrepreneure / Agroalimentaire	Djike Gabon	PonguiSawane97@gmail.com	

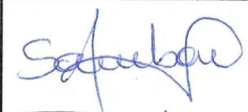
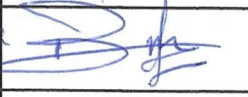
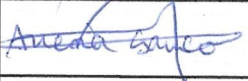
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28/11/2024

N°	NOM/PRENOM	FONCTION / FILIERE	ORGANISATION PARTENAIRE	E-MAIL	SIGNATURE
01	Marie Brigitte SPMBOU	Géohomme de projets	DSSFS	marie.brigitte@bosco-action.org	
02	Michel DIONE	Formateur / RCI	Don Bosco Thies	micheldione@gmail.com	
03	Edercard Gabriel Galy	Gestionnaire / R.C.I	Don Bosco Tamba	eddygaly2018@gmail.com	
04	KAMENI DOUDIE Gladys Laetitia	Entrepreneure / Agroalimentaire	Amoris Laetitia	lilitos1999@yahoo.fr	
05	Josephine BouBane	Mecanicienne Automobile	Don Bosco Tamba		
06	Amélia Sanca	2 ^e année en restauration entrepreneur	Don Bosco Dakar	sancaamelia1@gmail.com	
07	Thioro Ngom	Électrotechnicienne	Don Bosco Thioro	ThioroNgom112@gmail.com	
08	Joseph Alex NDEYE	RCI / Prof L, E	Don Bosco Dakar	alexanderndeye@hotmail.fr	
09	Diouley NDAO	Électricienne	Don Bosco Tamba	diouleyndao82@gmail.com	
10	Pongui Samane	Entrepreneure / Agroalimentaire	Dylike Gabou	PonguiSamane87@gmail.com	
11	Bnane Nacoly	Formateur	LDI Afrique	leadershipvision@yahoo.fr	

LISTE DE PRESENCE FORMATION ENTREPRENEURIAT DIGITAL ET THEMES TRANSVERSAUX

29/11/2024

N°	NOM/PRENOM	FONCTION / FILIERE	ORGANISATION PARTENAIRE	E-MAIL	SIGNATURE
01	Marie Brigitte SANBOU	Gestionnaire de projets	ASSFS	marie.brigitte@bosco-action.org	
02	Buane Nacoly	Formateur	CNE Afrique	leadershipnator@yahoo.fr	
03	Edouard Gabriel Goly	Gestionnaire / R.C.A.I	Don Bosco Tamba	eddygoly2018@gmail.com	
04	Diouly NDAO	Electricienne	Don BOSCO Tamba	dioulynda082@gmail.com	
05	Joseph Alex NDEYE	RCAI / Prof	Don BOSCO Dakar	alexanderndeye@hotmail.fr	
06	Pongui Samnane	Entrepreneure agroalimentaire	Dyike Gabou	Ponguisamane97@gmail.com	
07	Aneria Sane	2e année en restauration entrepreneur	Don BOSCO Dakar	Saneaneria12@gmail.com	
08	Thioro Ngom	Electrotechnicienne	Don Bosco Thioro	ThioroNgom12@gmail.com	
09	KARENIE D. Gladys Laetitia	Entrepreneure agroalimentaire	Amoris Laetitia	kilitos1999@yahoo.fr	
10	Michel DIONE	Formateur / RCAI	DON BOSCO Thioro	micheldione@gmail.com	

SKILLING Eco-VET

Skilling VET ecosystem: enhance enable environments for private and public VET key actors in Ghana and Senegal

Entrepreneuriat Digital

Fleur de vie digital

Faisons connaissance !

Que voulez-vous
résoudre avec le
numérique ?

METIER

jusque la,
combien de fr cfa
avez-vous gagner
avec le digital?

Quelle est votre
expérience avec
le numérique ?





Qu'est ce que l'Entrepreneuriat Digital ?

Discutons !

L'entrepreneuriat digital offre des opportunités uniques :

1. de création d'entreprise
2. de croissance
3. d'impact
4. D'amélioration des conditions de vie



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"Nella Donna la Pace"



Il s'agit d'un **environnement dynamique** et **compétitif** où la **technologie**, **l'innovation** et **l'adaptation** sont essentielles pour réussir.



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Insieme, per un mondo possibile

Comprendre l'écosystème numérique

L'écosystème numérique est vaste et complexe. Il comprend les technologies, les plateformes, les outils et les tendances qui façonnent le paysage numérique actuel.

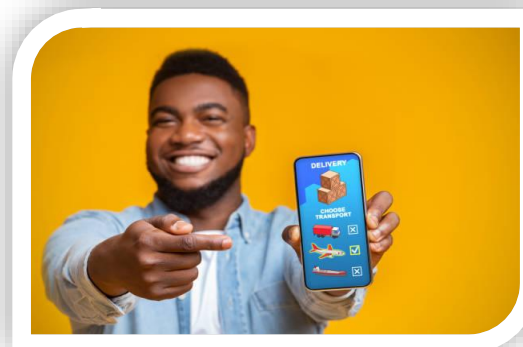
Technologies

Internet, les réseaux sociaux, le cloud computing, l'intelligence artificielle et le Big Data sont des technologies clés.



Plateformes

Les plateformes e-commerce, les marketplaces, les réseaux sociaux et les plateformes de contenu jouent un rôle crucial.



Tendances

La mobilité, le commerce mobile, les technologies émergentes comme la blockchain et l'internet des objets (IoT) façonnent l'avenir.



USAGE DE INTERNET

Ce qu'il faut savoir

90% (Passifs)

se contentent de créer un profil qui dans la plupart des cas n'est qu'un copié-collé de leur CV

9% (Participatifs)

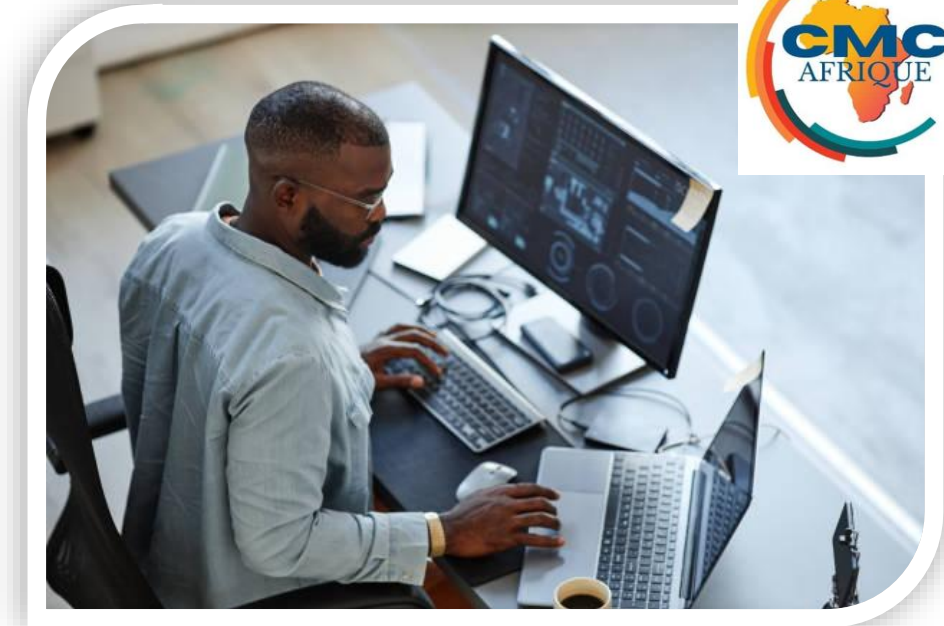
actionneront quelques leviers leur permettant de se rendre visible,

1% (Créatifs)

sauront utiliser les fonctionnalités sociales de ces réseaux pour se valoriser et se différencier.

Concrètement, le **numérique** est issu de la relation qui s'est imposée entre
l'Homme et la machine, l'ordinateur.

Le **digital** quant à lui, va plus loin, en plaçant l'Homme autrement dit
l'utilisateur, comme acteur majeur du système.



Quadrant du cashflow



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VOLONTARIATO INTERNAZIONALE
PER LO SVILUPPO



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E

Employé

Personne salariée (qui travaille pour une entreprise)

95%

S

**Self Employé
Independent**

Auto-emploi
(entrepreneur, artisan ou patron de petite entreprise)

B

Businessman

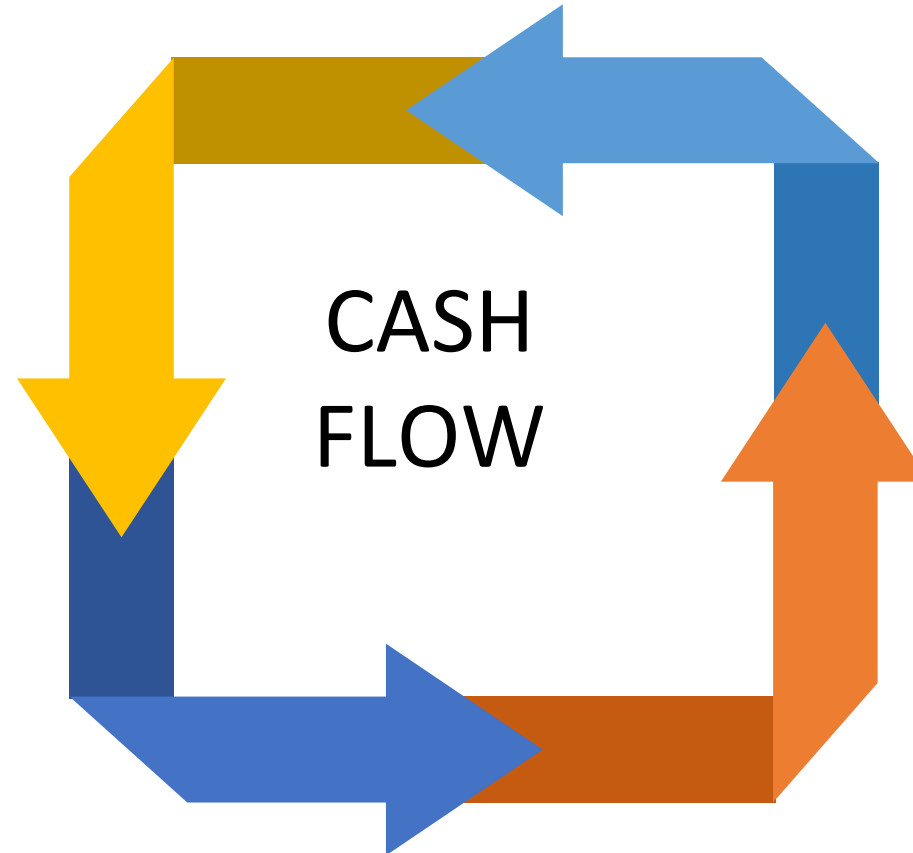
Directeur d'une grande entreprise (500 employés) ou gérant d'un système autonome

5%

I

Investisseur

Personne avec un gros capital d'investissement (millionnaire ou milliardaire)



LA TRANSFORMATION NUMERIQUE

QU'EST-CE QUE C'EST ?



La transformation numérique des entreprises est la **transition** des entreprises vers le **digital**.

Elle remet en cause les l'organisation et les modes de fonctionnements dits traditionnels. Elle **permet aux entreprises de devenir plus concurrentielles** grâce au digital et une réorganisation des process

Faire attention !

La **transformation numérique** renvoie plus spécifiquement à une dimension technique, voire technologique.

Exemple : la transformation d'un document physique par un fichier numérique ;
on parle par exemple de zéro papier dans les entreprises (digitalisation)

La **transformation digitale** est plus globale. A l'origine le mot français "digital" se rapporte au mot "doigt" en français. La transformation digitale renvoie donc à l'intégration des technologies digitales (Smartphones, tablettes, internet, etc.) à la fois dans le quotidien des consommateurs mais aussi dans le concret des entreprises.



Un management collaboratif mais efficace

- Dans l'entreprise et les administrations, **le digital a un impact fort** sur les relations de travail.
- Si la collaboration entre les collègues d'une même organisation est affectée, la relation hiérarchique entre les managers et leurs équipes l'est encore plus.

- Les cadres sont amenés à faire évoluer leurs pratiques vers une **organisation plus plate, moins verticale**.
- Mais cette transformation du management ne remet pas en cause ses fondements : **l'obtention de bons résultats reste la priorité N°1.**

La maturité digitale

Concrètement, cela signifie qu'une entreprise peut être plus ou moins mur, plus ou moins en avance sur sa transformation digitale à 3 niveaux différents

La maturité digitale technologique :

Ce sont les outils mis en place pour fluidifier les processus, ou technologies permettant de délivrer un meilleur service.

La maturité digitale perçue par l'utilisateur :

Ce sont les différents services, fonctionnalités ou contenus numériques utilisés par les acteurs de l'entreprise, mais aussi par ses clients qui sont aussi les utilisateurs des produits/services proposés par l'entreprise.

La maturité digitale organisationnelle :

C'est la capacité à piloter les chantiers digitaux et la culture digitale, dans un mode agile, adaptable et en cohérence avec les marchés sur lesquels elle est implantée.



NIVEAU INTERNE

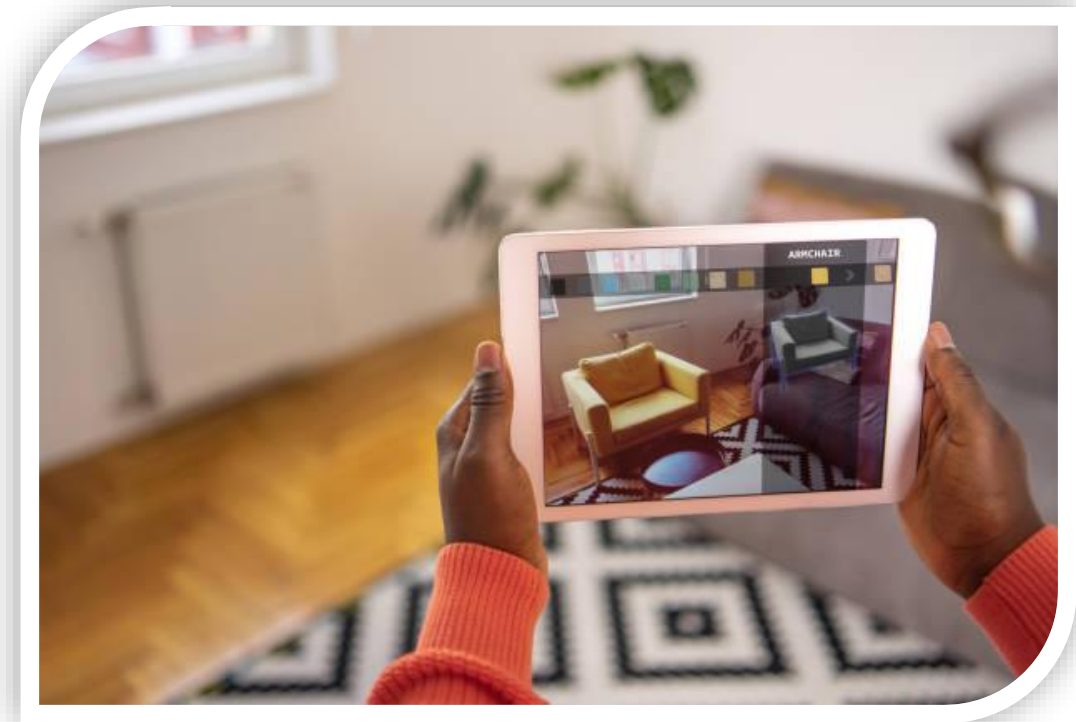
la transformation digitale c'est la transformation des **pratiques de travail internes** : vers une organisation plus collaborative, plate, moins centralisée et laissant une plus large autonomie d'action aux individus. Cela nécessite un changement dans la culture de la pratique du travail : « créer un état d'esprit numérique au sein de l'entreprise »



NIVEAU EXTERNE

La transformation digitale c'est également en externe la transformation de la **relation avec le client** : créer davantage de proximité, individualiser la relation, être davantage réactif, etc.

Tout cela sans paraître trop intrusif.



CHAINE DE VALEUR / BUSINESS MODEL

Ce niveau concerne la transformation de
la chaine de valeur de l'entreprise et de
son **business model** : proposer de
nouveaux produits, de nouveaux services,
valoriser différemment les maillons de la
chaîne de valeur, etc.



Les « objets » de la transformation digitale

**NIVEAU
INTERNE**

◆ Les processus
de travail

**NIVEAU
EXTERNE**

◆ La relation
client

CHAINE DE VALEUR

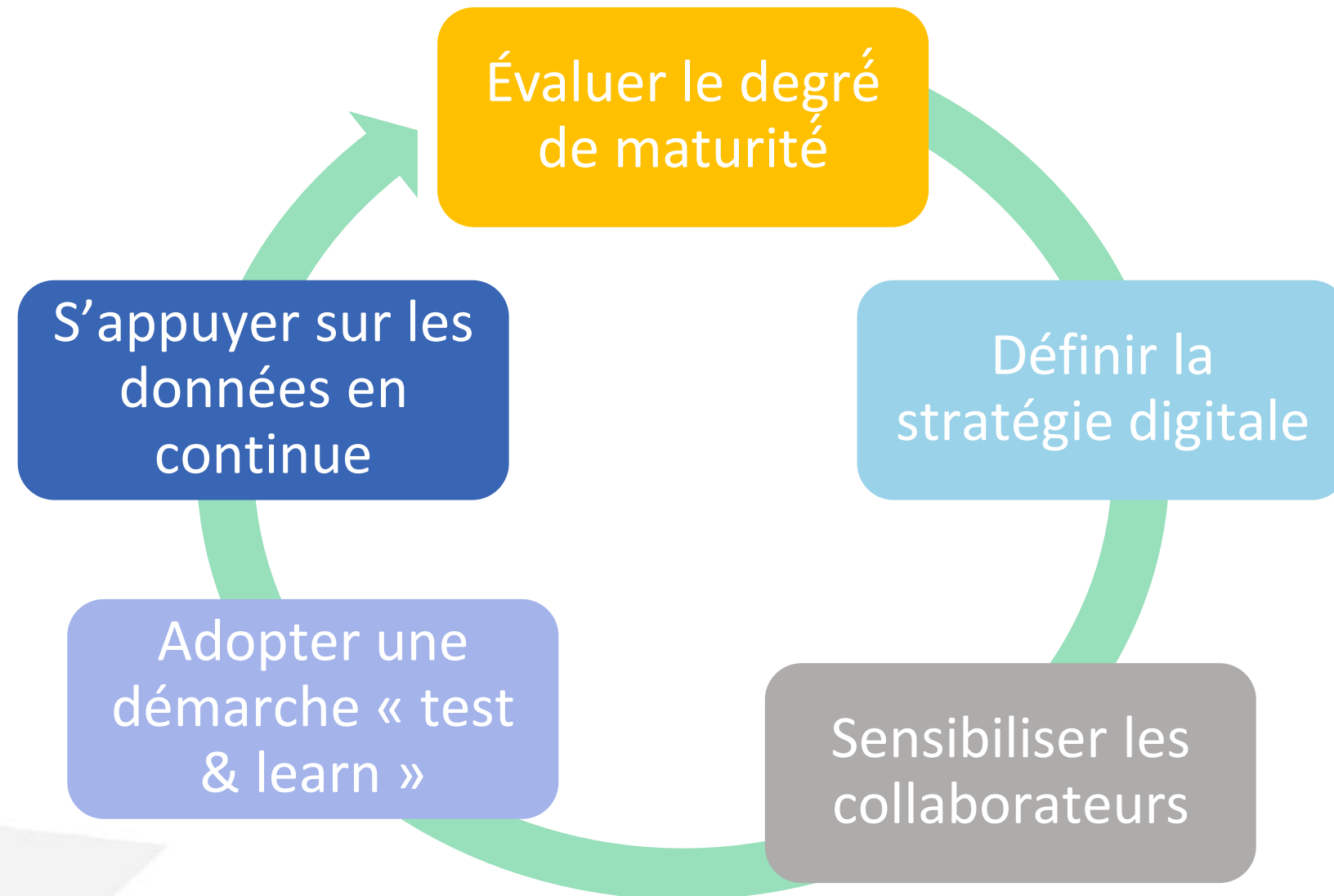
◆ Business
Model



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Les 5 étapes du processus de transformation digitale



Évaluer le degré de maturité de l'entreprise :

Il s'agit tout d'abord de **réaliser un audit, un diagnostic de la situation** de l'entreprise par rapport à sa maîtrise des technologies.

Il faudra répondre à quelques questions :

Comment fonctionne l'entreprise ?

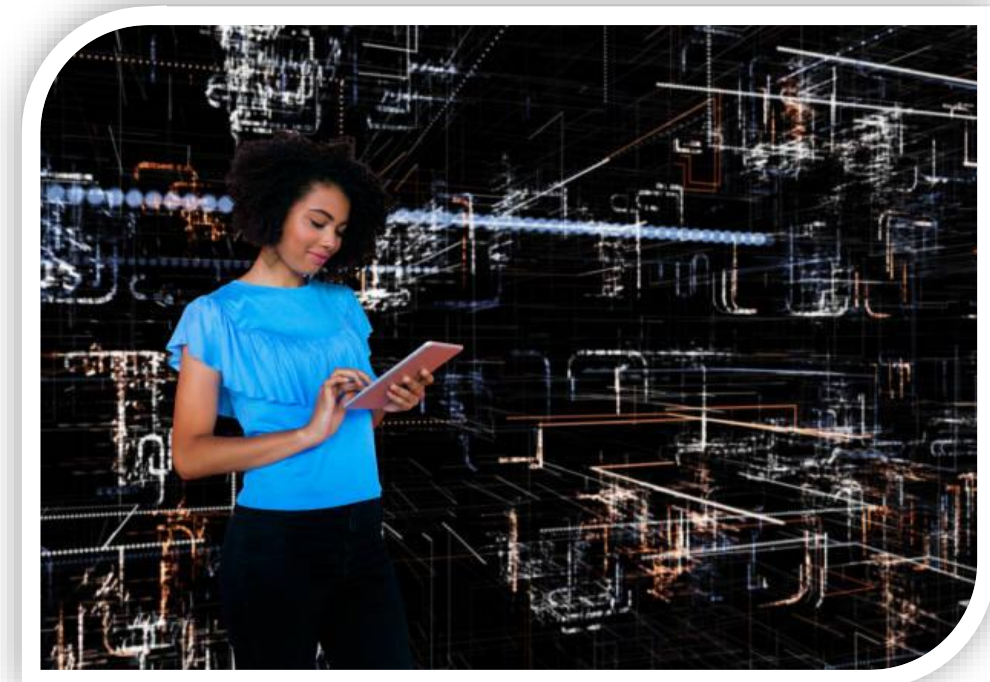
Quels sont les outils ?

Qui les utilise ou les maîtrise ?

Quelle est notre satisfaction client ?

Notre chaine de valeur est-elle optimale ?

Il s'agit donc de broser le portrait détaillé de la situation vis-à-vis des 3 niveaux de maturité



Définir une stratégie digitale à partir d'objectifs clairs :

Il s'agit également de définir clairement la stratégie digitale et les objectifs que l'on souhaite atteindre à travers sa mise en œuvre.

L'implication des dirigeants à ce stade est essentielle. Ce sont eux qui donnent l'impulsion, la vision, la trajectoire que l'entreprise doit prendre.



Sensibiliser et former les collaborateurs :

L'humain doit être le moteur qui impulse l'innovation et la transformation numérique. Dans ce cadre, il est essentiel que les salariés de l'entreprise soient impliqués dans ce processus de transformation.

Il s'agit à la fois de lever la **résistance au changement** mais aussi de recueillir le **sentiment des collaborateurs** pour pouvoir les accompagner et les impliquer concrètement dans le projet de transformation digitale.



Adopter une démarche « test & learn » :

La transformation digitale étant par nature incertaine, **itérative et continue**, il est essentiel de mettre en œuvre des processus permettant d'avoir un retour en continu sur les acquis assimilés et les axes d'amélioration, afin d'apporter des correctifs et des évolutions en continu sur les process, les outils, etc.

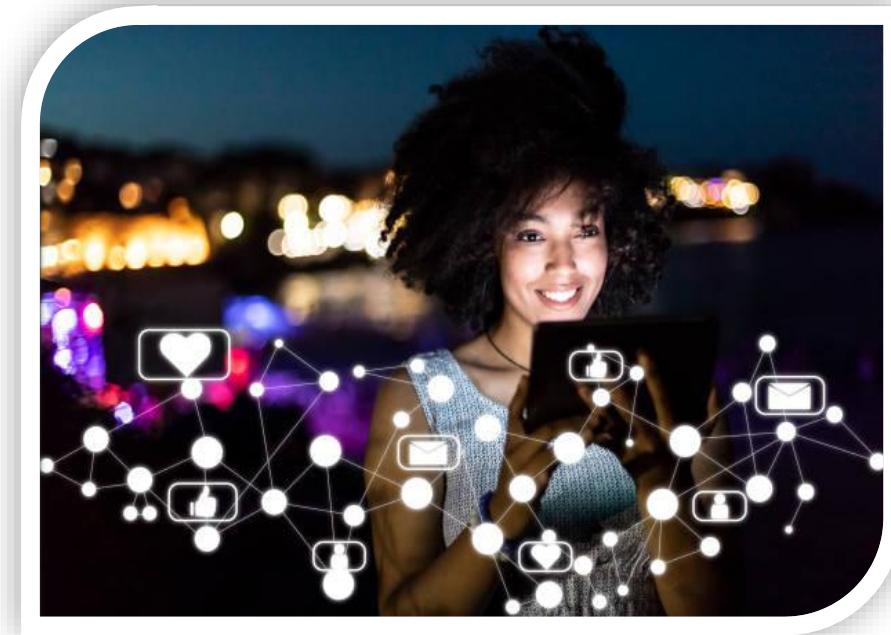
En fonctionnant par itérations et en faisant des points réguliers, il sera possible d'améliorer certaines pratiques, certains usages et perfectionner dans le temps la transformation digitale.



Utiliser les données au service de l'expérience client :

Pour réussir la transformation digitale, il est nécessaire de **déployer les technologies du numérique au service de l'expérience des clients** (site internet, emails, réseaux sociaux, chatbot, etc.).

Cette stratégie dite « **Customer centric** » va de pair avec l'analyse des données qui se révéleront indispensable pour la mise en place et l'optimisation de la transformation digitale.



La boîte à outils de la transformation digitale

Pour réussir, la transformation digitale doit se baser sur :

- **Une bonne formation des managers**
- **Des méthodes d'organisation modernes**
- **Des outils numériques efficaces et adaptés**

LA DEMARCHE SMART

S M A R T



E-REPUTATION



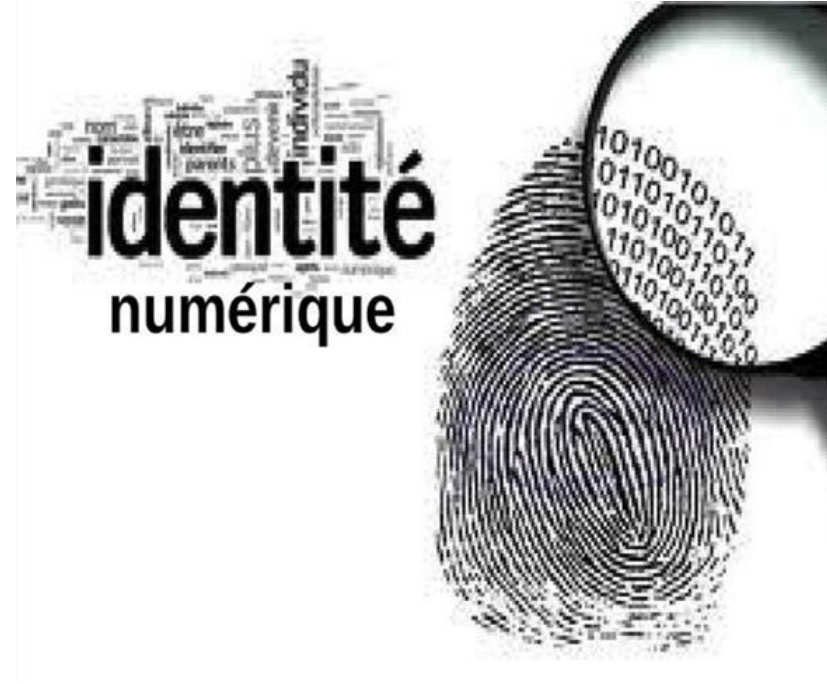
CE QU'IL FAUT SAVOIR

Comprendre Internet



01

L'e-réputation ?



02

L'identité numérique



03

Les types de réseaux sociaux



1. E-RÉPUTATION ?

Definition

L'e-réputation, parfois appelée **web-réputation**, **cyber-réputation**, **réputation numérique**, sur le **Web**, sur **Internet** ou **en ligne**, est la réputation, l'opinion commune (informations, avis, échanges, commentaires, rumeurs...) sur le Web d'une entité (marque), personne morale (entreprise) ou physique (particulier), réelle (représentée par un nom ou un pseudonyme) ou imaginaire.

2. L'IDENTITÉ NUMÉRIQUE

Definition

L'identité numérique, c'est l'ensemble des contenus publiés sur Internet qui permettent de définir un individu. ... L'identité numérique regroupe aujourd'hui des contenus mis en ligne sur divers espaces, notamment sur les médias sociaux : blogs personnels, profils sur les réseaux sociaux, contenus partagés, commentaires





-

QUE LAISSEZ-VOUS SUR INTERNET ?

◆ Traces Volontaires

ce que nous publions
ou disons de nous:

réseaux sociaux
(personnels et professionnels),
blogs, etc

◆ Traces Involontaires

ce que les systèmes
informatiques retiennent de
nous: **cookies** qui permettent de
dresser **notre profil** en analysant
les sites visités, etc

Traces héritées, ce que les autres
diffusent de nous: photos,
commentaires, etc



Construie votre E-réputation



Une marque forte!



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LES ETAPES



Qui êtes-vous ?



Comment etes vous percu ?



Quel est votre but ?



Créer votre marque



Fédérez votre ecosysteme



Animez votre reseau



Créer votre propre contenu



Echangez et partagez



Surveillez votre e-reputation

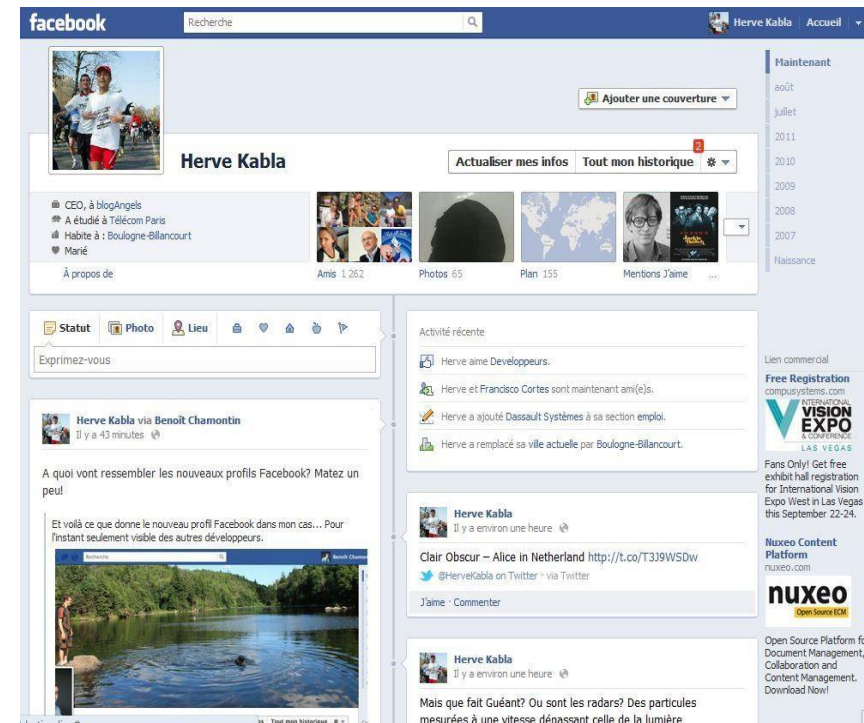


COMMENT ÊTES-VOUS PERÇU ?

A quoi ressemble vos profils ?

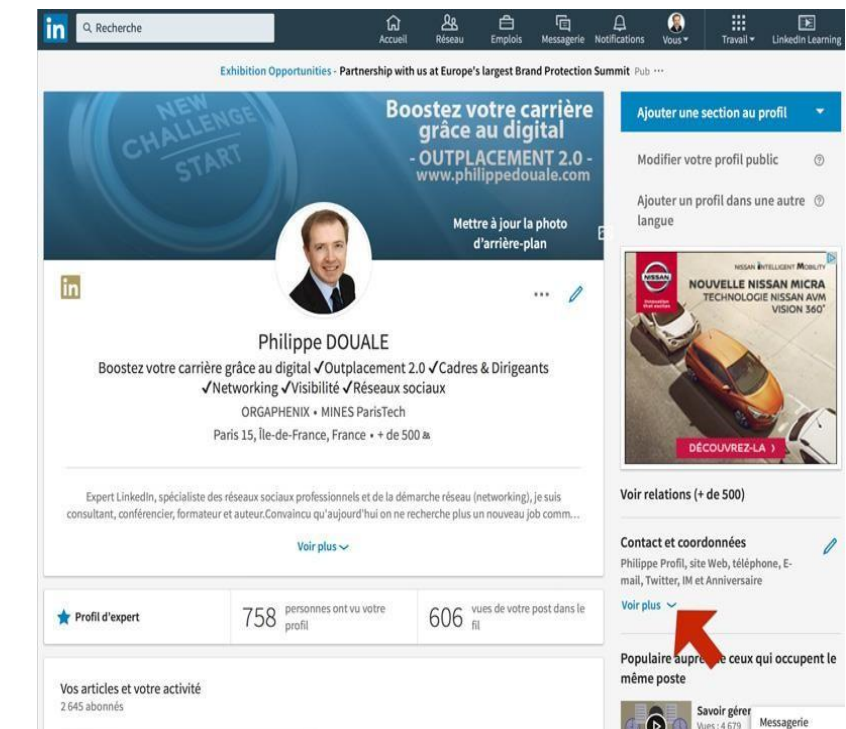
Vos relations personnelles:

que dises vos amis sur vous ?
En quoi vous etes expert ?



Vos relations professionnelles:

quelle est votre spécialité et votre reconnaissance ?





QUEL EST VOTRE BUT ?

Pourquoi voulez-vous travailler positivement votre image?

De quoi avez-vous besoin pour cela?

Quel est votre planning et timing ?

Qui est votre cible ?

Où est elle ?



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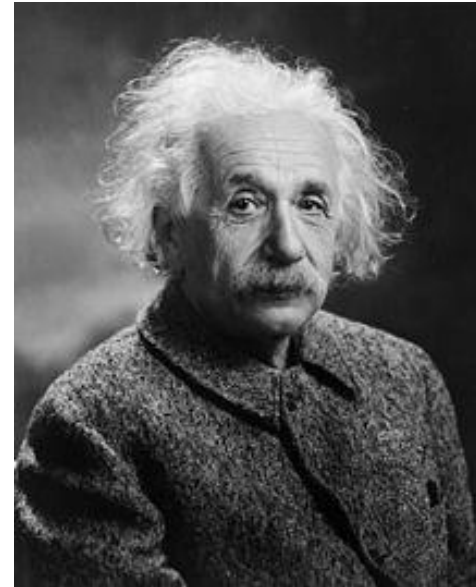
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CRÉER VOTRE MARQUE

Quelle image voulez-vous qu'on retienne de vous ?

Quel positionnement
voulez-vous avoir ?

Comment allez vous le
mettre en valeur ?



L'INFORMATIQUE DANS LES NUAGES

Avec l'avènement des mobiles et de la 4G/5G, les supports physiques de stockage traditionnels commencent à disparaître au profit du stockage en ligne, autrement appelé *cloud*.

Les disques optiques souffrent d'une durée de vie limitée, les disques durs sont fragiles, les clés USB et les cartes SD se perdent facilement et, enfin, la mémoire flash souffre d'amnésie à force d'être sollicitée. De plus, nul n'est à l'abri d'un incendie, ou d'un cambriolage.

Pour ne rien perdre, il existe depuis des années une solution en or : le stockage en *cloud*, appelé, en français, « l'informatique dans les nuages ».



Solutions de stockage dans le cloud

						
Nom	Dropbox	Microsoft OneDrive	Google Drive	Mega	Box	Amazon Cloud Drive
Capacité gratuite	2 Go	5 Go	15 Go	50 Go	10 Go	1 mois d'essai
Les +	Compatible avec autres plateformes	Collaboratif. Bon pour Microsoft	Collaboratif	Partage et sécurité	Idéal pour le business	Idéal pour les photos
Forfaits payants	9,99 €/mois pour 1 To	2 €/mois pour 50 Go	1,99\$/mois pour 100 Go 9,99\$/mois pour 1 To	8,33 € pour 500 Go	11,5 \$/mois pour 100 Go	49 € par an pour photos illimitées 70 € par an pour stockage illimité
Application Android	Oui	Oui	Oui	Oui	Oui	Oui
Application iOS	Oui	Oui	Oui	Oui	Oui	Oui

Google drive

Google Drive est un service de **stockage**, de **consultation**, de **partage** et de **gestion de fichiers/dossiers en ligne** lancé par Google en avril 2012.

L'offre Google Drive (gratuite) se décompose ainsi :

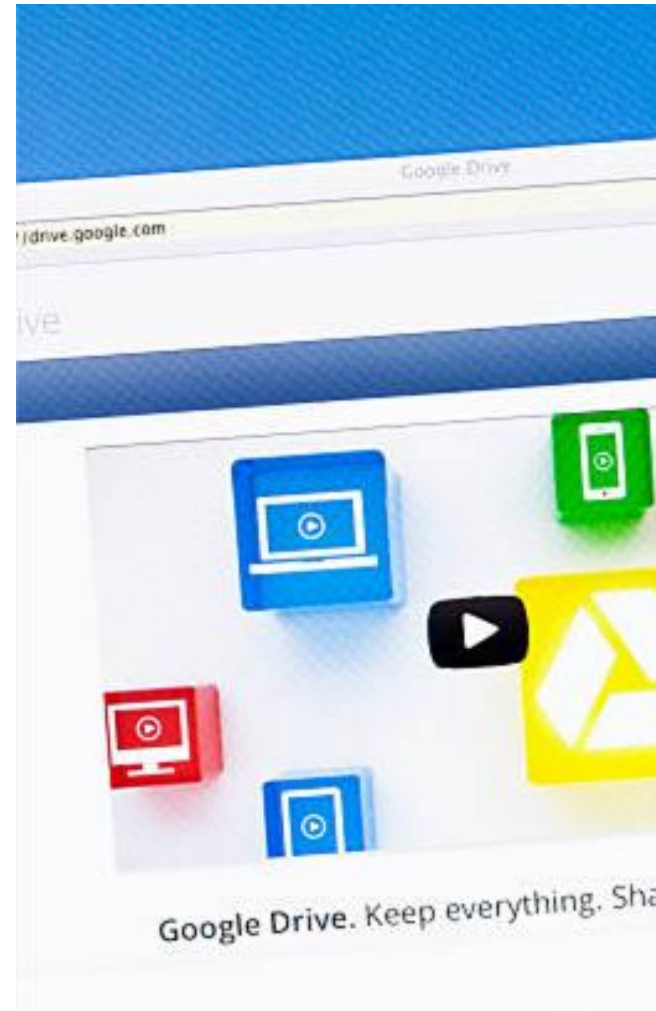
- 15 GO d'espace de stockage gratuit
- Une application de bureau pour synchroniser les fichiers de son ordinateur avec le service en ligne Google Drive
- Une application Google Drive pour Android et iOS.
- Un espace de stockage qui communique avec les autres services de Google (Google Docs)



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Les avantages de Google Drive



5 Un moteur de recherche efficace est intégré à Google Drive. Il vous permet de trouver le contenu que vous recherchez à l'aide de mots-clés. Vous pouvez aussi effectuer une recherche par propriétaire ou par type de fichier

4 Google Drive vous permet de **consulter toutes sortes de fichiers**, tels des .ai (Adobe Illustrator) et même des fichiers .psd (Photoshop).

1 Google Drive vous permet d'envoyer des fichiers volumineux

2 Google Drive vous permet d'accéder à vos fichiers à distance. En effet, Google Drive peut être synchronisé avec votre ordinateur. Avec le Drive, tous vos fichiers deviennent disponibles sur le web.

3 Google Drive vous permet de partager des photos et des vidéos avec vos contacts

Qu'est-ce qu'un Business Model Canvas ?

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Le **business model canvas** est un outil que l'on utilise pour retranscrire de manière simple le modèle économique d'une entreprise. Il est parfaitement adapté à la phase de création, et peut aussi être utilisé pour le lancement d'un nouveau produit ou d'un nouveau service



- ✓ le financement de l'entreprise ;
- ✓ la proposition de valeur ;
- ✓ le segment de clientèle visé ;
- ✓ la structure des coûts.

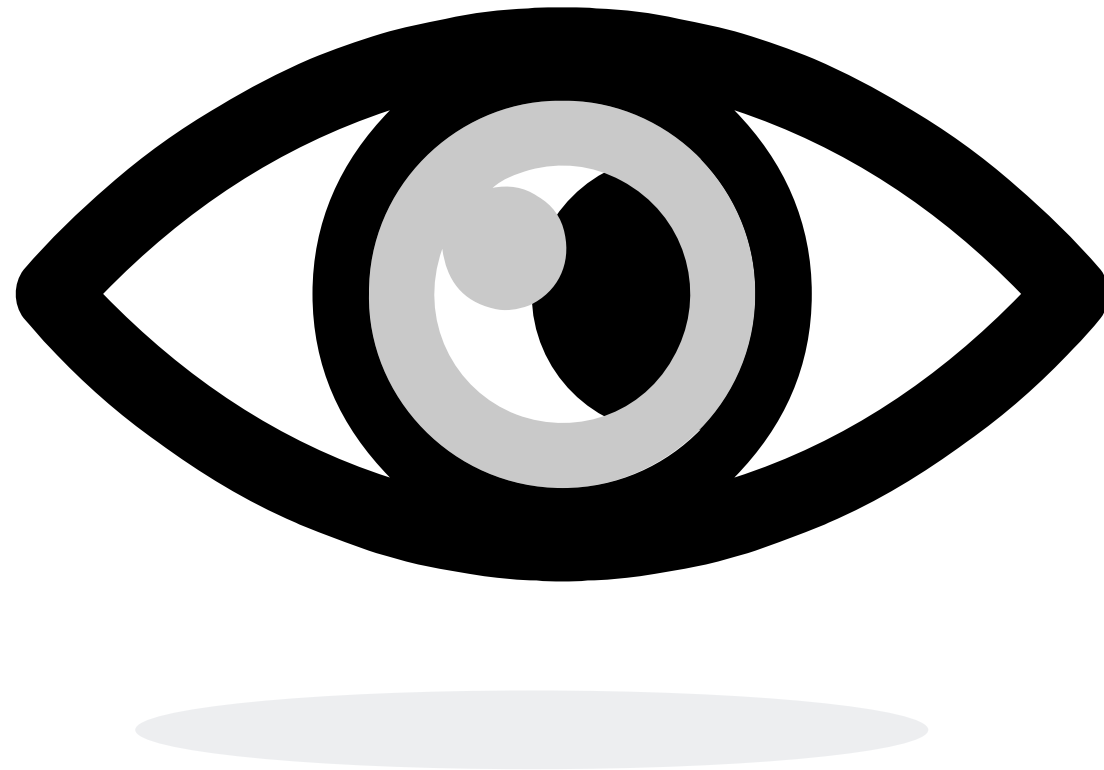


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1- LA VISION

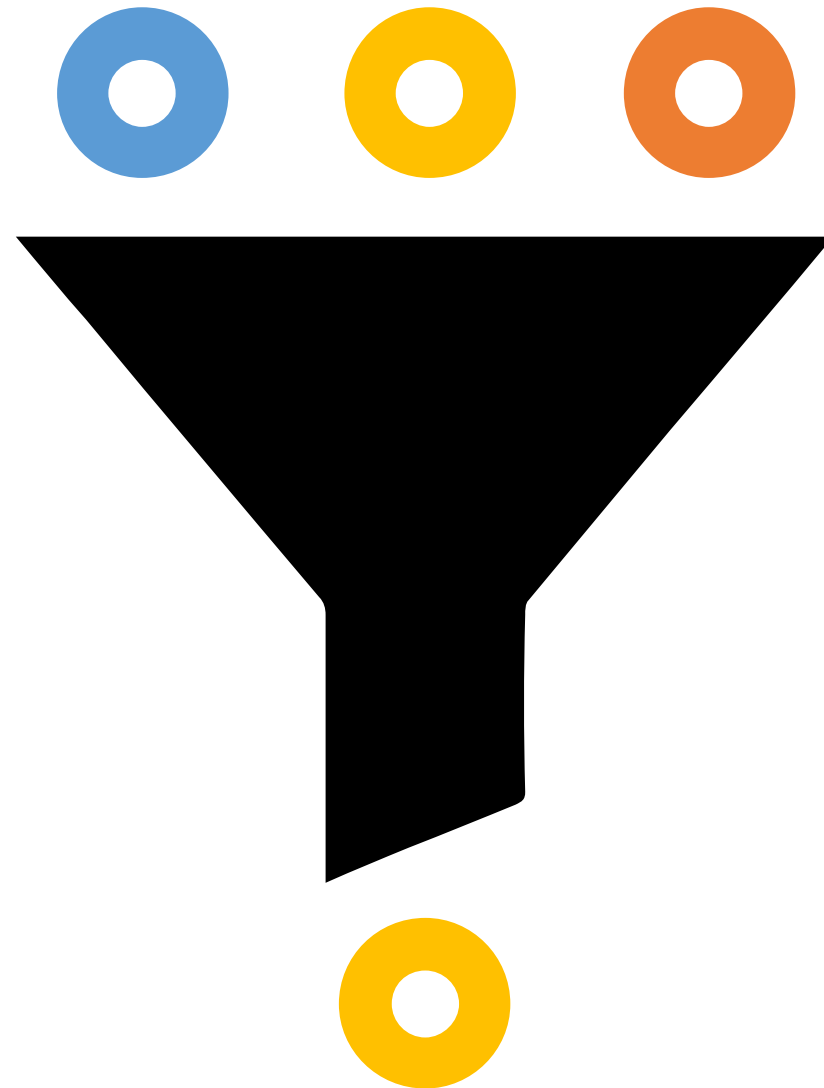


**Quel type d'entreprise vais-je proposer
et pourquoi?**



**À quoi va-t-elle ressembler à l'avenir
quand elle sera en pleine capacité?**

2- LA PROPOSITION DE VALEUR



- 1 Que vais-je offrir?
- 2 Quelle valeur délivrons-nous au client?
- 3 Quels besoins client satisfaisons-nous?
- 4 Quelle offre proposons nous à chaque segment client?



3- SEGMENT CLIENTS

1- Qui sont mes clients?

2- Pour qui créons nous de la valeur?

5- De quoi ont-ils besoin?

4- Qu'est ce qu'ils veulent?

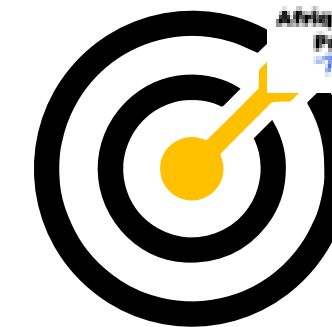
3- Comment puis-je décrire mes clients cibles?



4- RELATIONS CLIENTS



Afrique Occidentale Nord
Province Salésienne
"Nella Donna di la Pace"



L'objectif final est de
fidéliser le client



Quel est leur
coût?

Comment vais-je interagir avec
mes clients pour gagner leur
confiance, respect et loyauté?

Quelle relation chaque
segment client souhaite-t-il
que nous établissions et nous
maintenions avec eux?

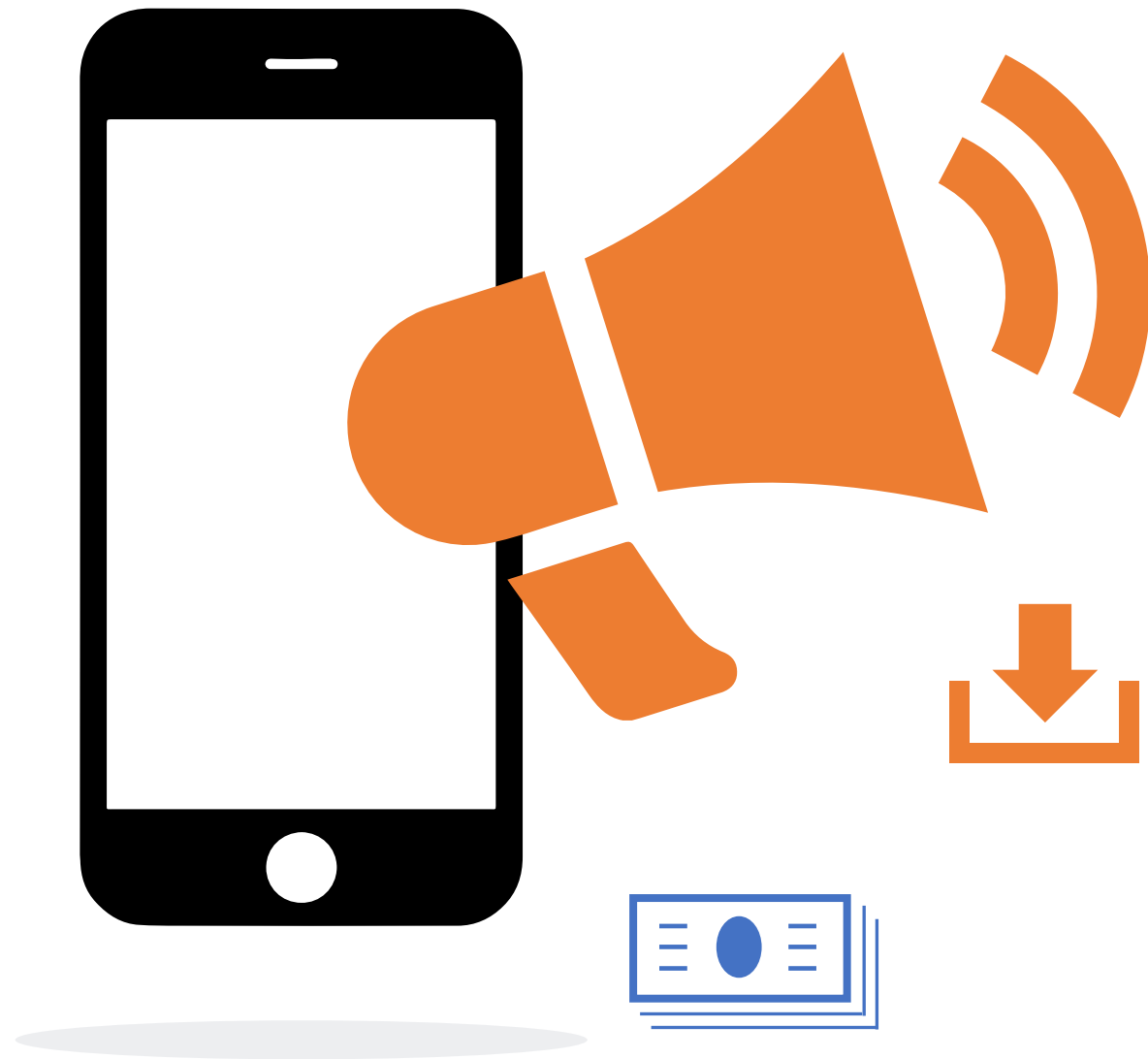


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5- CANNAUX CLIENTS

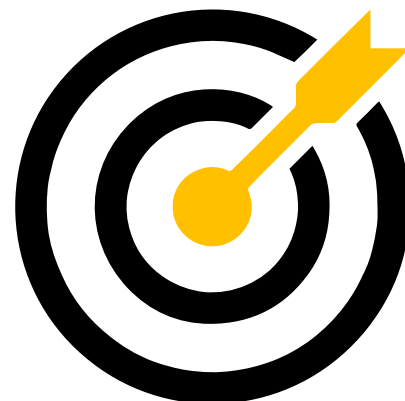


**Comment vais-je livrer
mes produits ou
services à mes clients?**

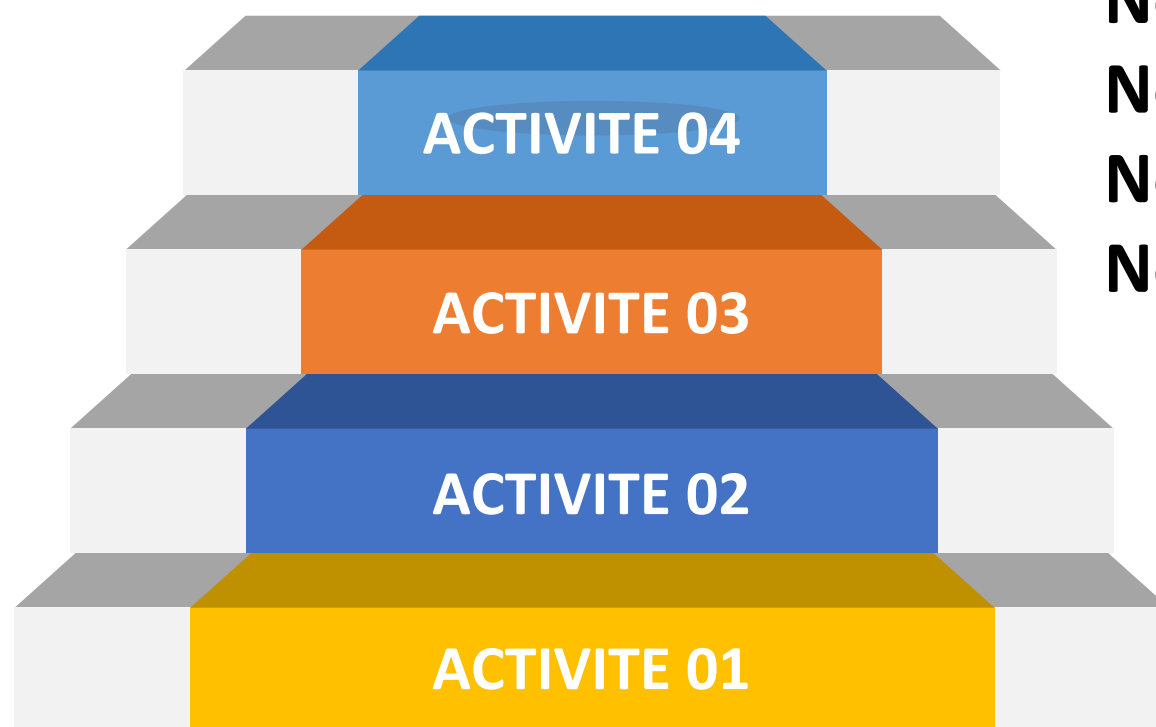


**Comment mes clients
pourront-ils connaître mes
produits ou services?**

6- ACTIVITES CLES



Quelles sont les activités clés de mon affaire?



Quelles activités clés sont nécessaires pour:
Notre proposition de valeur?
Nos canaux de distribution?
Nos relations clients?
Nos sources de revenus?



7- RESOURCES CLES

Ressources humaines?

Le personnel, les collaborateurs

De qui et quoi aurai-je besoin
pour mener cette entreprise?

Ressources matérielles?

L'équipement qu'il faut



Les prestataires de services

La masse d'argent nécessaire

Ressources intellectuelles?

Ressources financières?



8- PARTENAIRES CLES

Avec qui devrais-je travailler pour mener mon entreprise?



Personnes clés

Services

Ressources numériques

incubateur

Qui pourrait faire partie de mon réseau de soutien?
Comment pourrait-il m'aider?

9- COÛTS



Sur quoi devrais-je investir mon argent pour gérer avec succès mon entreprise? Quels sont mes coûts?

Coûts fixes:

Les coûts fixes sont les frais à payer de façon régulière et qui ne sont pas directement liées à l'activité de l'entreprise (assurance, salaire, loyer, etc.)



Coûts variables:

Les coûts variables sont l'ensemble des charges qui varient selon le niveau de l'activité de l'entreprise. (eau, électricité, carburant, etc.)



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10- REVENUS

01

Pour quelle offre nos clients paient-ils actuellement?

02

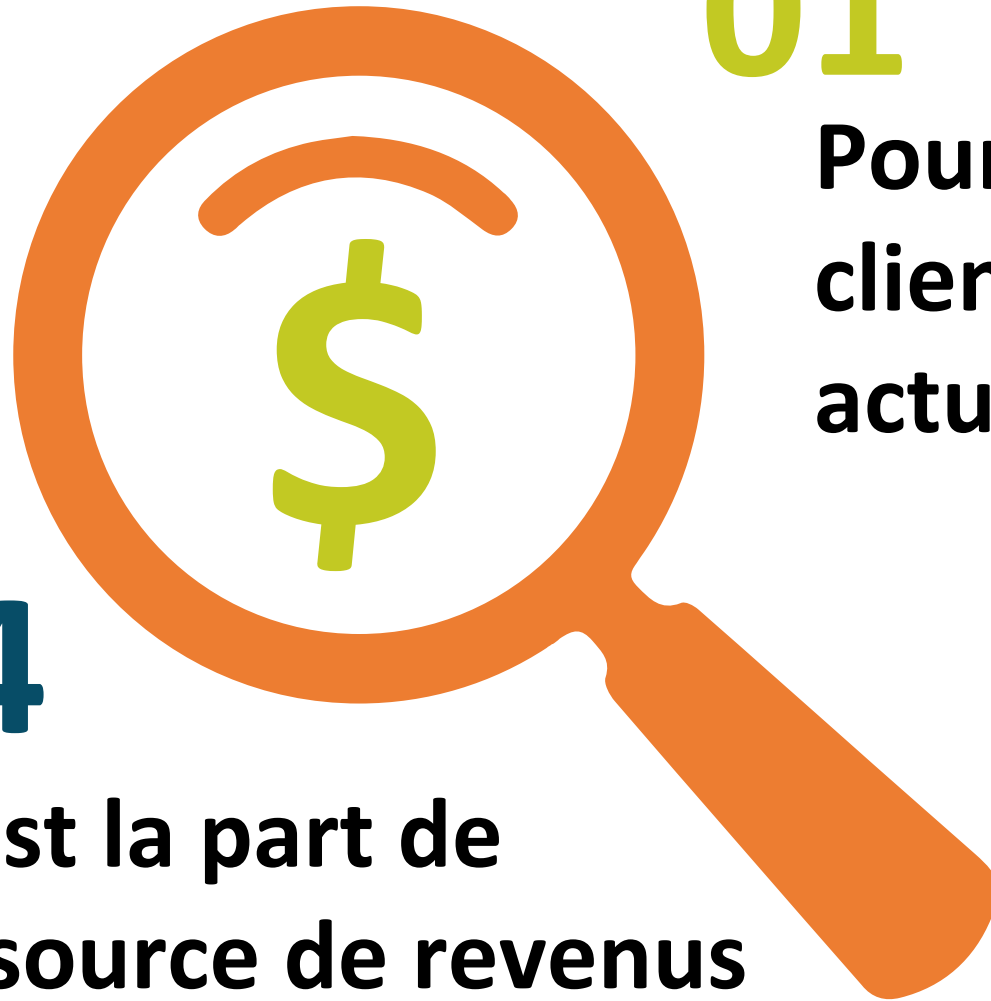
Quelle est la fréquence de paiement?

03

Comment préfèrent-ils payer?

04

Quelle est la part de chaque source de revenus sur le revenu global?



Business Model Canvas

Partenaires Clés	Activités Clés	Proposition de Valeur	Relation Client	Segments Clients
	Ressources Clés		Canaux	
Structure de Coûts			Flux de revenus	



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6 OUTILS DE TD IMPORTANT POUR UNE ENTREPRISE

vers l'atteinte de nos objectifs avec l'usage des outils numeriques et digitaux



Afrique Occidentale Nord
Province Salésienne
"Notre Dame de la Paix"

INTELLIGENCE
ARTIFICIELLE

DRIVE ET SES OUTILS
COLLABORATIFS

LES OUTILS DE
STOCKAGE EN LIGNE

ZOOM, TEAMS,
SLACK, GOOGLE MEET

SAGE SARI, MOBILE MONEY,
NUMERISAION ET STOCKAGE

CRS (CONTENT MANAGEMENT
SYSTEM) : WORDPRESS,
PRESTASHOP, CANVA



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Développer une vision stratégique

Une vision stratégique claire est essentielle pour guider les décisions et actions de l'entrepreneur numérique.

1

Analyse de marché

Comprendre les besoins du marché, les tendances et la concurrence.

2

Proposition de valeur

Définir ce qui distingue l'entreprise et l'offre aux clients.

3

Stratégie de marketing

Déterminer comment atteindre le public cible et promouvoir l'entreprise.

4

Modèle économique

Élaborer un plan pour générer des revenus et assurer la viabilité de l'entreprise.

Construire une marque forte

Une marque forte est essentielle pour se différencier de la concurrence et se connecter avec les clients.

Identité visuelle

Créer un logo, des couleurs, une typographie et un style cohérents.

Message

Définir un message clair et cohérent qui résonne avec le public cible.

Valeurs

Définir les valeurs fondamentales qui guident l'entreprise et ses interactions avec les clients.

Expérience client

Créer une expérience positive et mémorable pour les clients à chaque point de contact.

L'entrepreneuriat digital évolue constamment avec les technologies et les tendances émergentes.

1 Intelligence artificielle

Utiliser l'IA pour automatiser des tâches, améliorer l'expérience client et personnaliser les services.

2 Réalité augmentée et virtuelle

Intégrer la réalité augmentée et virtuelle pour créer des expériences immersives et engageantes.

3 Blockchain

Explorer les applications de la blockchain pour la sécurité, la transparence et la confiance.

4 Internet des objets (IoT)

Exploiter l'IoT pour collecter des données, automatiser des processus et créer de nouvelles opportunités.



Une expérience utilisateur optimale est essentielle pour fidéliser les clients et générer des conversions.

1. Ergonomie

Créer une interface utilisateur facile à utiliser et intuitive.

2. Accessibilité

S'assurer que le site web ou l'application est accessible à tous les utilisateurs.



3. Personnalisation

Offrir des expériences personnalisées en fonction des préférences des utilisateurs.

4. Performance

S'assurer que le site web ou l'application est rapide, fiable et sécurisé.

Un modèle économique solide est essentiel pour garantir la durabilité de l'entreprise.

Ventes directes

Vendre des produits ou des services directement aux clients.

Abonnements

Offrir des abonnements récurrents pour accéder à des produits ou des services.

Publicité

Générer des revenus en publiant des publicités sur le site web ou l'application.

Affiliation

Gagner des commissions en recommandant des produits ou des services de tiers.



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Utiliser les réseaux sociaux

Les réseaux sociaux sont essentiels pour communiquer avec les clients, créer une communauté et promouvoir l'entreprise.

Plateforme	Fonctionnalités
Facebook	Publicité, communication, communauté
Instagram	Contenu visuel, influenceurs, marketing d'influence
X (ex Twitter)	Actualités, engagement, discussions
LinkedIn	Réseautage professionnel, marketing B2B



Défis et opportunités

L'entrepreneuriat digital présente des défis et des opportunités uniques.

1 Défis

La concurrence, l'évolution rapide des technologies et les changements de comportement des consommateurs.

2 Opportunités

Accès à un marché mondial, coûts réduits, innovation et croissance rapide.



LES FORMES JURIDIQUES

La forme juridique correspond en réalité au statut juridique de l'entreprise.

Les bons entrepreneurs commencent par choisir une forme juridique pour exercer légalement leur activité.

LES FORMES JURIDIQUES

La forme juridique correspond en réalité au statut juridique de l'entreprise.

Les bons entrepreneurs commencent par choisir une forme juridique pour exercer légalement leur activité.

QUELQUES FORMES JURIDIQUES

SARL

Société à Responsabilité Limitée

GIE

Groupement d'Interets Economiques

SA

Société Anonyme

COOPS / COOP CA

Cooperatives simple / Cooperative avec Conseil d'administration

EI / ETS

Entreprise Individuelle

SAS

Société à Actions Simplifiées

PAPIERS À FOURNIR

01

Copies de la carte d'identité nationale

02

Casier judiciaire datant de moins de 3 mois ou une déclaration sur l'honneur

03

Certificat de résidence délivré par la police ou la mairie de votre lieu de résidence

04

Le certificat de mariage (à la place du CDR)

05

Timbres fiscaux de 2000 FCFA (pour le Registre de Commerce et pour le NINEA)

06

Statuts et procès verbal AG constitutive



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TROUVER UN FINANCEMENT

01

Les ONGs /
Ambassades

02

Les agences de
financement

03

Les programmes et agences
gouvernementaux

Jërëjërëf



CMC Afrique

+221 33 884 59 02 – 77 657 97 14

Infos.cmcafrique@gmail.com

www.cmcafrique.com



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Training Report

Project name: Skilling VET ecosystem: enhance enabled environments for private and public VET key actors in Ghana and Senegal.

Project acronym: Skilling Eco-VET

Project number: ERASMUS-EDU-2022-CB-VET-101092440

Training module: Women Entrepreneurship and Innovative Scheme for Employment with Soft Skills Training.

Organization: Techiman Business Resource Centre

Date: 27th to 29th November 2024

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Date: 27/11/2024-29/11/2024

Place: Don Bosco Technical Institute (Odumase, Sunyani)

Participants: at least 30 female students per day (cfr. Attendance Sheet attached)

Background and Introduction

The economic landscape of Ghana is characterized by a thriving informal sector, predominantly comprised of small and medium-sized enterprises (SMEs). However, the population of women and young people in this sector have necessitated the need for a strong advocate and training of such specialized topics to help encourage and position them for a smooth off take in entrepreneurship. In response to this need, a training session on Women Entrepreneurship in

Ghana was conducted in Sunyani, (Don Bosco Technical Institute, Odumase) Ghana, from 27th November ,2024 to 29th November 2024. This report summarizes the key aspects and outcomes of the training.

Objectives

To update and train final year female students on women's entrepreneurship, soft skills and innovative employment scheme issues, thus enabling them to be informed about current trends and support services for women entrepreneurs in Ghana, with the goal of increasing women's access to the various support systems available and thrive them in business. The training will also raise students' awareness of the challenges of entrepreneurship and solutions to overcome them, exposing trainees to all the tools available to support the survival of businesses, with a focus on access to finance and marketing. Specifically, the objective was to.

- To equip and introduce participants to women entrepreneurship in Ghana.



- To educate participants to challenges, constraints, and opportunities for women entrepreneurs in Ghana
- To introduce the students to vital soft skills required for a successful entrepreneur
- To provide participants on support systems and agencies available for the success of women entrepreneurs
- To facilitate networking opportunities and collaboration among participants for future business growth and support.
- To help develop the participants understand the following.
 - a) Understanding their true self
 - b) Develop critical thinking
 - c) Develop leadership skills
 - d) Develop the qualities of a good team player
 - e) Develop interpersonal skills
 - f) Manage their time effectively.
- To activate an enabling social scheme geared towards the creation of job opportunities for female graduates after the completion of their coursework.



2 (a) Training Structure for 3 Days

DATE	SESSION	TIME	TOPICS/ACTIVITIES
27th Nov 2024	A	8:30- 9:00	Welcome / Introduction
		9:00 - 10:45	Definition of women Entrepreneurship Common Features of women Entrepreneurs Needs, factors affecting Women Entrepreneurs
	B	10:45 -11:00	Tea/Coffee break
		11:00 - 13:00	Roles and benefits of women Entrepreneurship Functions of Women in Entrepreneurship Challenges and solutions in women Entrepreneurship Support systems available to women Entrepreneurs
		13:00 - 14:00	Lunch
		14:00 -14:30	Questions and Closing
28th Nov 2024	A	8:30 - 9:00	Welcome / Introduction
		9:00- 9:15	Recap of previous days lesson
			Practical presentation of group assignment and peer
	B	9:15 - 10 :15	assessment
		10:15 - 10:30	Coffee Break
		10:30 - 13:30	Soft Skill Training Self-Awareness Critical, Thinking and Problem solving Leadership skills
		13:30 - 14:15	Lunch
		14:15 -14:30	Questions and Closing
29th Nov 2024	A	8:30 -9:00	Registration and Welcome
		9:00 - 9:30	Recapping of previous days exercise
		9:30 - 11:00	Teamwork and team building Interpersonal Relationship Time management
	B	11:00 -11:15	Coffee Break
		11;15 -12:00	Training Evaluation
		12:00 -12:45	Lunch
		12:45 - 13 :15	Closing



Trainees/ Profile

The training was attended by eight participants representing a diverse range of industries and backgrounds. Participants were final year students from the catering, fashion and engineering departments of Don Bosco in Sunyani. All these participants are aspiring entrepreneurs seeking to acquire more insight and knowledge, others were aspiring entrepreneurs looking to develop their business ideas into viable ventures. The participants varied in age, with vocational and technical background as their educational status, contributing to a rich and dynamic learning environment. There were thirty-nine females and one male, With the age range of 18yrs to 20 yrs.

Main themes/key issues covered and discussed

○ Introduction to women entrepreneurship

Understanding the rudiments of women entrepreneurships, characteristics, forms, and benefits involved in being a woman entrepreneur.

○ Challenges faced by women entrepreneurs:

Overview of the comprehensive challenges faced by women in the executing of entrepreneurial tasks vis a vis suggested solutions to ameliorate the negative effect of such challenges.

○ Opportunities for women Entrepreneurs:

Exploring the various sectorial opportunities that are available for women to venture into, for their benefits was thoroughly discussed with examples and career advises given on that course.

○ Government Initiatives and support for Women Entrepreneurs:



Introduction to support of government and donor agencies support for women to grow in entrepreneurship. Linking the participants to agencies and outfits interested and that provides the necessary support for women.

○ Career goal settings

Introduction to goal setting guide and the understanding of short term and long-term goals. Setting up goals using the SMART approach was introduced to participants to enable them to appreciate what goals in life looks like in real life situations.

○ Critical Thinking and Problem-Solving skills

Participants were taken through reasoning, Analyzing, Problem solving, Decision making and Evaluating as the introduction to problem solving issues. Also, participants went through cognitive and critical thinking skills as well as using the left brain and right brain in decision making process.

○ Leadership skills

Participants were taken through what leadership was about, who is a leader, the various leadership skills and styles leaders adopted for managing their teams and also responsibilities, duties and rights of both leaders and followers in an organisation.

○ Team building and Team spirit

The participants went through exercises that clearly defined what a team was and how to become an efficient and good team player. Emotional intelligence, communication skills, active listening, supportive skills

○ Time Management

Participants were taken through exercises that enabled them understand what time management was about, benefits of time management , scheduling , time management



skills , prioritization, planning , organisation, delegation , eliminating distractions as well as time breaks for individuals.

Emerging Issues and Recommendations

- Access to Resources for women Entrepreneurs: Participants expressed a need for ongoing access to resources and support services, such as mentorship programs, business advisory services, and online platforms providing information on women entrepreneurs.
- Continued Training: There was a consensus among participants for the continuation of similar training programs and capacity-building initiatives to support aspiring entrepreneurs and final year students in Ghana.

Workshop Evaluation

Participants gave the course favorable reviews, noting that they found the material to be both relevant and useful. The hands-on activities and interactive workshops proved to be quite helpful for participants in improving their knowledge and abilities related to women entrepreneurship, soft skills training. More case studies and real-world examples to demonstrate concepts, as well as tools and follow-up help to reinforce learning, were suggested as areas for development.

However, some of the participants expressed concern about the short period of the training which was for 3 days and suggested that it should have been a week's seminar and training. Also, some of the participants expressed concern about the training venue used for the training which to them was not conducive and was too open with a lot of interference from by passers.



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SKILLING
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Pictures





Conclusion

The training on Women entrepreneurship, soft skills training and innovative scheme for women employment provided valuable insights and practical guidance to participants, equipping them with the knowledge and skills necessary to initiate and grow their businesses in Ghana. By addressing key themes and facilitating peer learning and collaboration, the training aimed to contribute to the promotion of formal entrepreneurship and economic development in the country. Continued efforts and collaborative initiatives are essential to sustain the momentum generated by the training and create an enabling environment for entrepreneurial success in Ghana.

Signed

Patrick Kwame Asante

15-12-24



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Redacted by BRC

December 2025





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Skilling VET ecosystem: enhance enabled environments for private and public VET key actors in Ghana and Senegal.

Women in Entrepreneurship / *Supp*

SN	NAME	DATE	SIGNATURE
1.	Oforiwaah Tamar Christabel	27th Nov 2024	<i>[Signature]</i>
2.	Kpebbesaan Cleter	27/11/2024	<i>[Signature]</i>
3.	MAHAMMA WUSAMA	27 / 11 / 2024	<i>[Signature]</i>
4.	Kunnlo lida	27/11/2024	<i>[Signature]</i>
5.	Naaky patience	27/11/2024	<i>[Signature]</i>
6.	Hogbe Grace	27/11/2024	<i>[Signature]</i>
7.	Hedornu Prisca	27/11/2024	<i>[Signature]</i>
8.	Avoko Ruth	27/11/2024	<i>[Signature]</i>
9.	Mauis Mawinkoma	27/11/2024	<i>[Signature]</i>

10.	Pura Elizabeth	27/11/2024	Ruf
11.	Ancibire Rita	27/11/2024	RPP
12.	Lydia Gyau	27/11/2024	Jita
13.	Adu Priscilla	27/11/2024	Adu
14.	Tireyire Janet	27/11/2024	TD
15.	Esi Esther	27/11/2024	Qua
16.	Abisa Theodora	27/11/2024	Qua
17.	Nipaakye Rebecca	27/11/2024	Qua
18.	Gyiningy Debora	27/11/2024	Duber.
19.	Imoro Joyceline	27/11/2024	Imoro
20.	Maliba Francisca	27/11/2024	Maliba
21.	Dery Jacqueline	27/11/2024	Dery
22.	KorSaah Janet	27. November, 2024	KorSaah
23.	Yaayi Georgina DooPog	27/11/2024	Yaayi
24.	Tetteh Mensah Monica	27. November, 2024	Tetteh
25.	Dakuby. Vicentia	27 November, 2024	VSS
26.	Abrafi Charlotte	27/11/24	Abrafi

27.	Shaibu Rukaya	27/11/2024	RAA
28.	Hudaya Mohammed	27/11/2024	Hud
29.	Kuffong Benedicta	27/11/2024	Ben
30.	Adebea Cindy Ahenkan	27/11/2024	Cindy
31.	Abigail Sekyiwaah	27/11/2024	Abi
32.	Daber Rita	27/11/2024	Rita
33.	Frimpong Mabel	27/11/2024	Mabel
34.	Kyere Philip	27/11/2024	Kyere
35.	Bongu Diana	27/11/2024	Bongu
36.	Abosiriko Sarah	27/11/2024	Sarah
37.	Xeboah Nina	27/11/2024	Xeboah
38.			
39.			
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Facilitators

① Linda Boakye

② Nastaya Onusu Agyemang



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Women in Entrepreneurship / Innovative Scheme For Employment

SN	NAME	DATE	SIGNATURE
1.	Kunn-lo Linda	28/11/2024	
2.	Dery Jacqueline	28/11/2024	
3.	Hogbe Grace	28/11/2024	
4.	Naatu patience	28/11/2024	
5.	Hudaya Mohammed	28/11/2024	
6.	Shaibu Rukaya	28/11/2024	
7.	Mavis Nawinkoma	28/11/2024	
8.	Giljiningy Deborah	28/11/2024	
9.	Abisa Theodora	28/11/2024	

10.	FRIMPOMAA MABEL	28/11/2024	MB
11.	AK Kyere Philip	28/11/2024	PHILIP
12.	Hedonu Prisca	28/11/2024	Prisca
13.	Adu Priscilla	28/11/2024	Priscilla
14.	YAAYI GEORGINA DOPOG	28/11/2024	DOPOG
15.	ESI Esther.	28/11/2024	Esther
16.	ABOSIRIKO SARAH	28/11/2024	SARAH
17.	Anabire Rita	28/11/2024	Rita
18.	Avoko Ruth	28/11/2024	Ruth
19.	Xeboah Nina	28/11/2024	Nina
20.	Abrafi Charlotte	28/11/2024	Charlotte
21.	Tetteh Mensah Monica	28/11/2024	Monica
22.	Kuffong Benedicta	28/11/2024	Benedicta
23.	Bonsu Diana	28/11/2024	Diana
24.	Tireyire Janet	28/11/2024	Janet
25.	Kiebbesaan Ceter	28/11/2024	Ceter
26.	MAHAMMA K/USAMA	28/11/2024	USAMA

27.	Nipaakye Rebecca	28/11/2024	
28.	Maliba Francisca	28/11/2024	
29.	Abubea Cindy Ahenkan	28 th November 2024	
30.	Dakubu Vicentia	28 th November 2024	
31.	Oforiwaah Tanne Christabel	28 th November 2024	
32.	Abiyeu'l Sekyiwa	28 th November 2024	
33.	Lydia Gyau	28/11/2024	
34.	KorSeah Janet	28 th November 2024	
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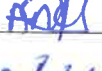
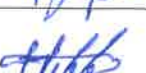
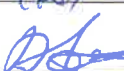


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Women in Entrepreneurship | Soft Skills training

SN	NAME	DATE	SIGNATURE
1.	Wlaliha Francisca	29/11/2024	[Signature]
2.	Hudaya Mohammed	29/11/2024	[Signature]
3.	Shaibu Rukada	29/11/2024	[Signature]
4.	Nlifaakye Rebecca	29/11/2024	[Signature]
5.	Isaiah Janet	29th November 2024	[Signature]
6.	Nafu Patience	29/11/2024	[Signature]
7.	Kunn-ib Linda	29/11/2024	[Signature]
8.	Gyiniingy Deborah	29/11/2024	[Signature]
9.	Kpebbesani Ceter	29/11/2024	[Signature]

10.	Esi Esther	29/11/2024	
11.	Kuffong Benedicta	29/11/2024	
12.	MAHAMA WUSAMA	29/11/2024	
13.	YAYI GEORGINA DOPOG	29/11/2024	
14.	Bonsu Diana	29/11/2024	
15.	Oforiwah Tannor Christabel	29 th Nov, 2024	
16.	Hagbe Grace	29 th Nov, 2024	
17.	Abesiriko Sarah	29/11/2024	
18.	Yeboah Nina	29/11/2024	
19.	Anabire Rita	29/11/2024	
20.	Mavis Nwankoma	29/11/2024	
21.	AVOKO RUTH	29/11/2024	
22.	Hedornu Prisca	29/11/2024	
23.	Adu Priscilla	29/11/2024	
24.	Abisa Theodora	29/11/2024	
25.	trimpomaa Mabel	29/11/2024	
26.	Abraci Charlotte	29/11/2024	

27.	Dakubu Vicentia	29/11/2024	Vog
28.	Tetteh Mensah Monica	29/11/2024	MTP
29.	Tireyire Janet	29/11/2024	Jc
30.	Kyere Philip	29/11/2024	KOP
31.	Adubea Cindy Ahenkan	29/11/2024	ADP
32.	Gyau Lydia	29/11/2024	GLA
33.	Dery Jacqueline	29/11/2024	DAT
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SKILLING Eco-VET

Soft Skills Training Manual *For Building A Successful Career Life*

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Action Plan

- ☐ Throughout the course we encourage you to keep your action plan in front of you and write down any new ideas and learning points you are getting.
- ☐ At the end of each day, we also reserve some time to reflect on the learnt lessons from the day and write down ideas that can be implemented at work



What is your expectations from workshop

1.....

2.....

3.....

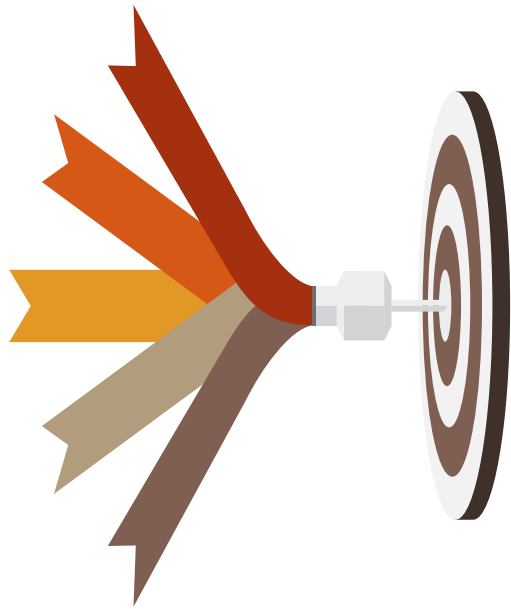
4.....

Course Outline

- ☐ Self-Awareness
- ☐ Critical Thinking and Problem Solving
- ☐ Leadership Skills
- ☐ Teamwork and Teambuilding
- ☐ Interpersonal Relationship
- ☐ Time Management



Course Objectives



After this workshop, participants will be able to:

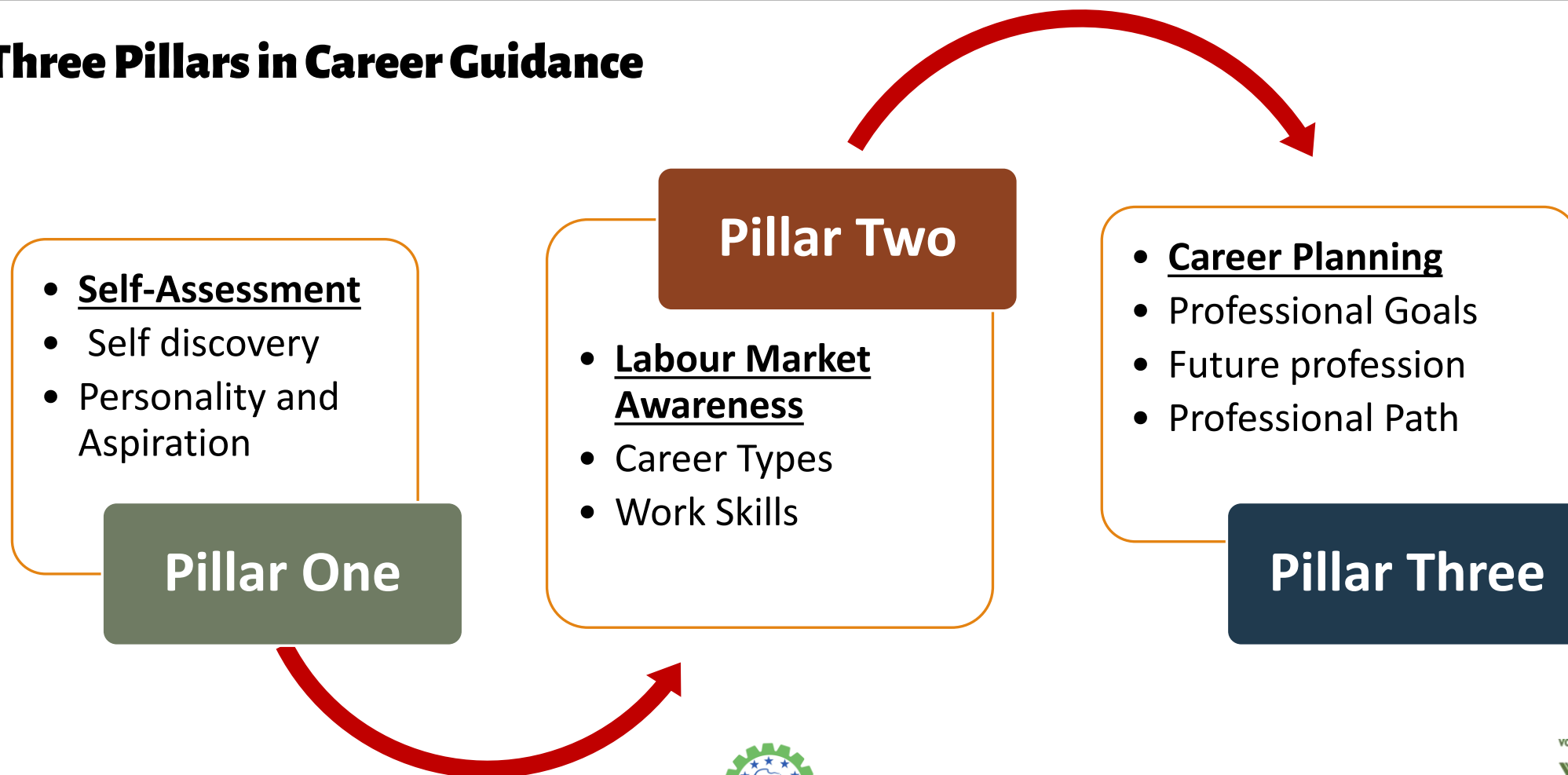
- ☐ Know and understand their true self
- ☐ Develop critical thinking skills
- ☐ Develop leadership Skills
- ☐ Develop the qualities of a good team player
- ☐ Develop good interpersonal skills
- ☐ Manage their time effectively

Session 1

Self-Awareness: Who are You?



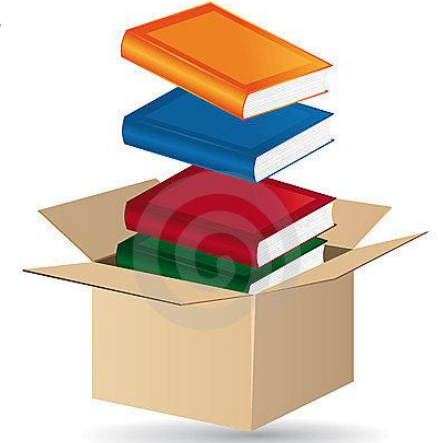
The Three Pillars in Career Guidance





Pillar One

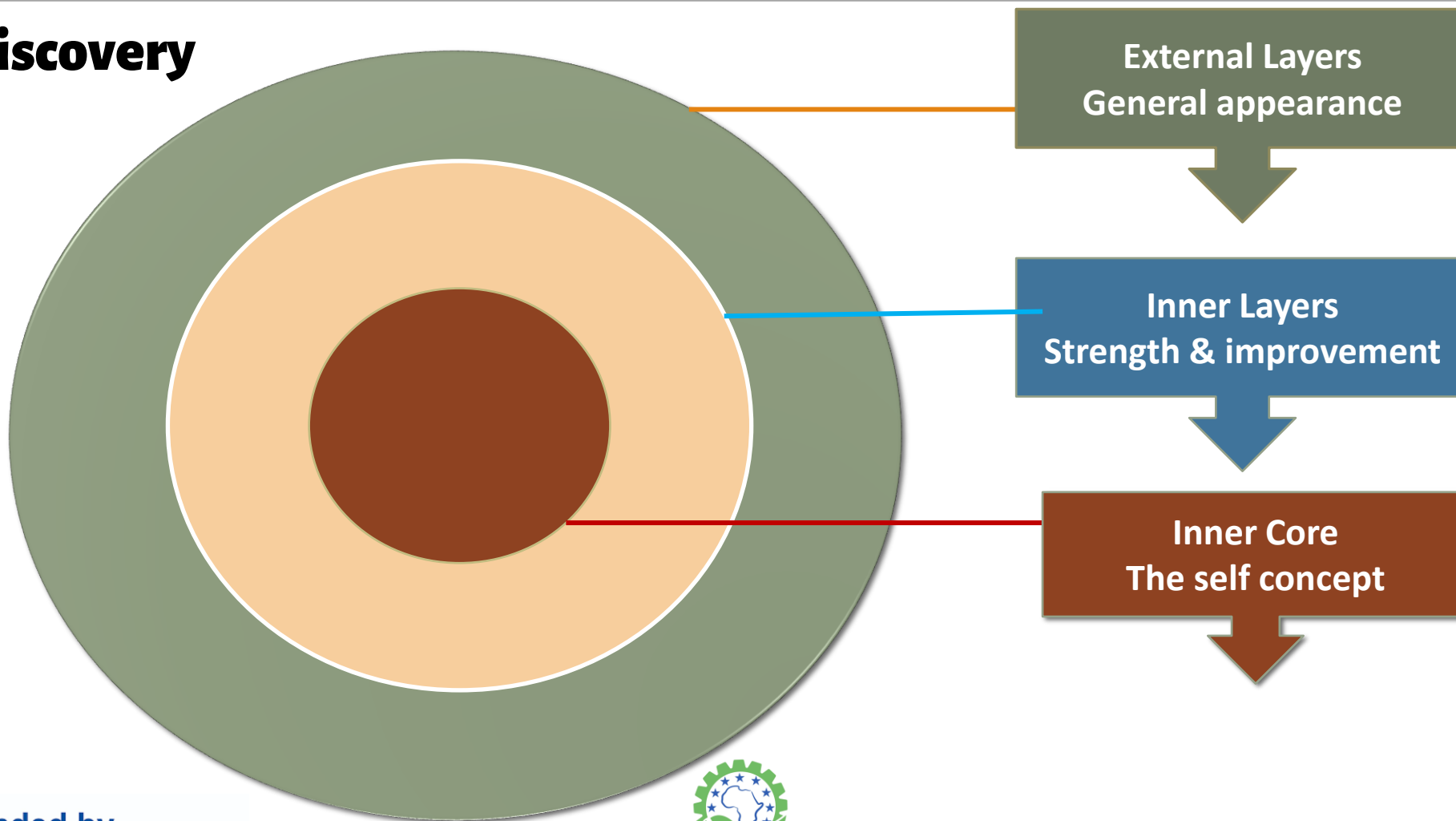
Self-Assessment



- Self discovery: Who am I ?
- Personality and Aspiration
- Finding oneself
- Aptitude test



Self-Discovery



Title 3



✓ External Layers:

- Express the visual ways you present yourself to others: facial expressions, body language, clothes, your interests and your preferences. (they may not be true Aptitude).

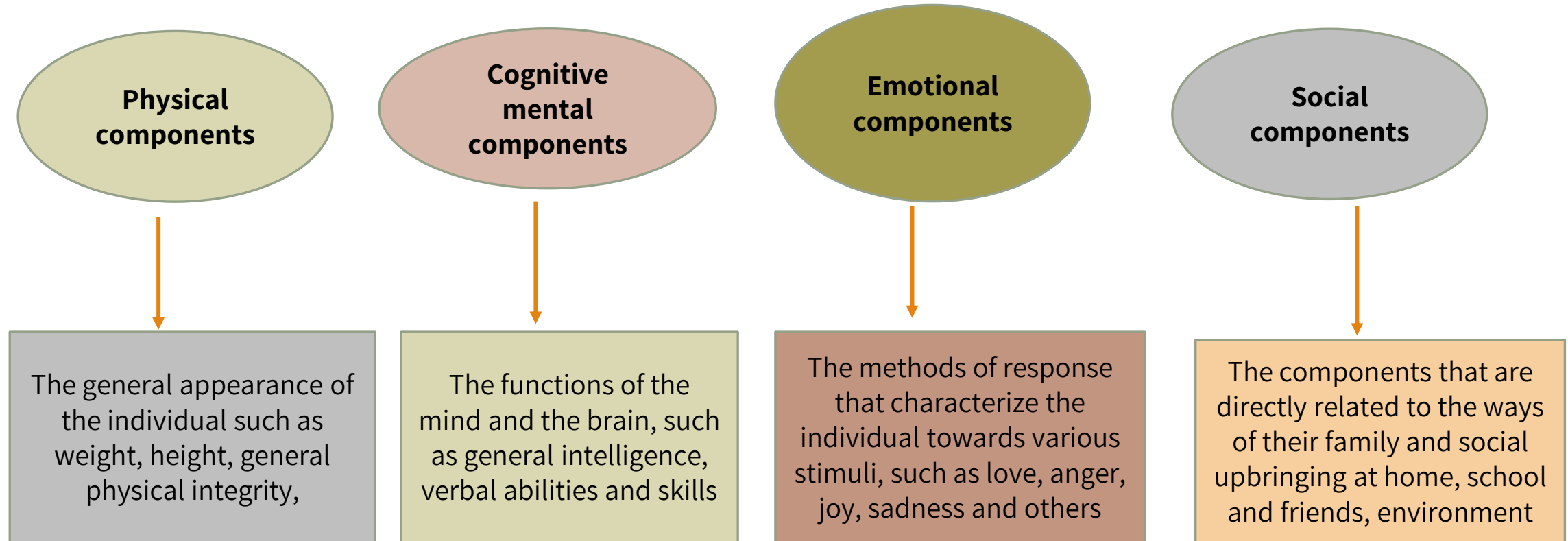
✓ Inner layers:

- Represent the strengths and areas of improvement. The individual can express the knowledge, skills, abilities, experiences

✓ Inner core:

It appears very thin. It represents the real image in which the individual sees himself/ herself, and expresses true identity.

Personality Components



Pillar One

How To Find Myself

- **Abilities:** All activities the individual can perform, whether this ability is natural, or acquired due to environmental conditions (competency to do an activity because of one's skill, training, or other qualification)
- **Interests:** Represent the individual's attention and attraction towards a work or activity and the readiness to make the most effort as long as possible.
- **Aptitude:** An inner feeling of happiness and satisfaction when performing a specific work, activity, or group of activities.

Session 2

Setting Your Career Goals



Setting
**Career
Goals**

Career Goal Setting Guide

1

- What have I acquired from my training (Skills and knowledge)

2

- What do I want to accomplish in 3-5 years from now?

3

- What activities I enjoy doing?

4

- What do I hope to be in the future?

5

- What is the most important event I value in my life?

6

- How can I help build my community?



Goal Setting Skills

“Setting goal is the first step in turning the invisible into visible”

Tony Robbins



Effort and courage are not enough without purpose and direction”.

John F. Kennedy

Types of Goals

What is Short-term Goal?

- A **short-term goal** is something you want to do in the near future. The near future can mean today, this week, this month, or even this year. A short-term goal is something you want to accomplish soon.
- A short-term goal is a goal you can achieve in 12 months or less

Types of Goals

What Are Long-term Goals?

- A **long-term goal** is something you want to do further in the future. Long-term goals require time and planning.
- They are not something you can do this week or even this year. Long-term goals usually take 12 months or more to achieve..

Setting Goals using SMART Approach

The best goals are SMART goals, where:

S ↔ Specific

M ↔ Measurable

A ↔ Attainable

R ↔ Relevant

T ↔ Time Bound



Session 3

Critical Thinking and Problem-Solving Skills



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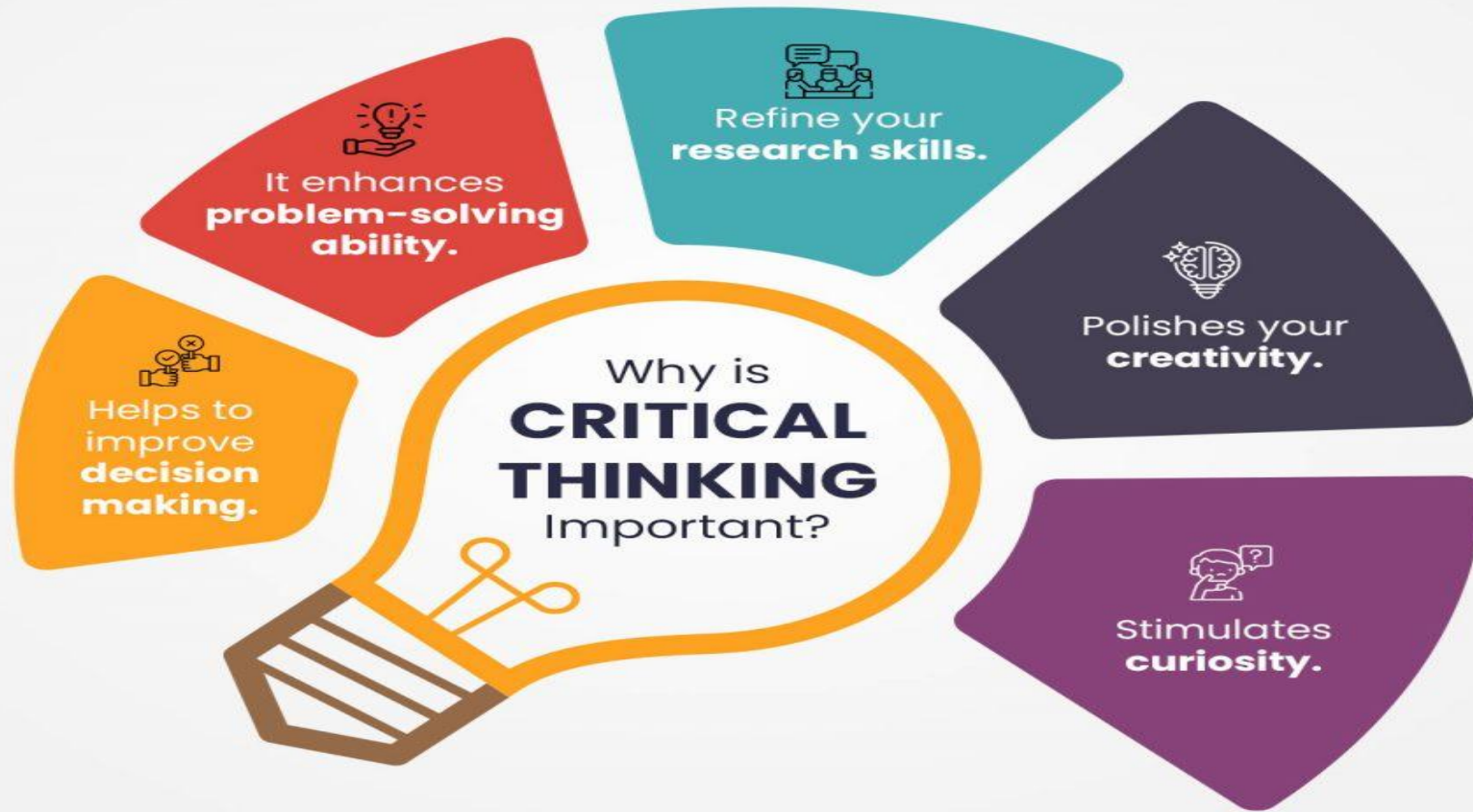
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What is Critical Thinking

- **Critical thinking** refers to a combination of complex skills for a **higher level of thinking**.
- It is a **self-directed thinking** process that produces new and innovative ideas and solutions to problems

Cognitive Thinking Skills

- Cognitive thinking skills are the mental processes that allow us to perceive, understand, and analyze information.
- These skills are essential for problem-solving, decision-making, and critical thinking.
- Fortunately, cognitive thinking skills can be learned and developed with practice and training.

Thinking: cognitive skills

- Paying attention
- Remembering
- Processing
- Analysing
- Judging and evaluating
- Reasoning
- Problem-solving
- Decision-making





Using the Left Brain and the Right Brain

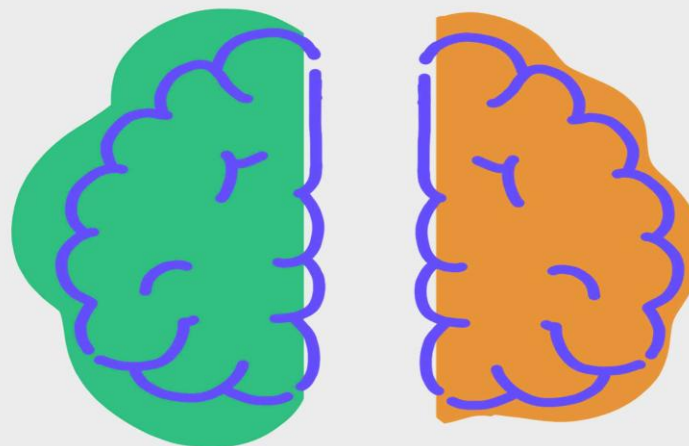


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Left Brain VS Right Brain

Logical
Analytical
Linear
Verbal
Factual
Sequential



Creative
Intuitive
Artistic
Non-verbal
Emotional
Imaginative

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VOLONTARIATO INTERNAZIONALE
PER LO SVILUPPO



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Decision-Making Process

Rise



Session 4

Leadership Skills for Young Leaders



Who is a leader?

A *leader* is a person who influences a group of people towards the achievement of a goal; thus, leadership is a process whereby an individual influences a group of individuals to achieve a common goal.



What is Leadership?



Leadership is about :

- ✓ Influencing others toward goal achievement
- ✓ Creating an inspiring vision of the future
- ✓ Motivating and inspiring people
- ✓ Managing delivery of the vision
- ✓ Building a team to achieve the vision



The Skills of a Leader

- Effective Communication
- Team Player
- Good inter-personal relationship
- Critical Thinker and Problem-solving
- Dependability
- Ability to teach and mentor other
- Ability to learn and Humble yourself
- Integrity



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Leadership styles



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Vision: **Ability to see into the future**

Vision

Sees the future of where things need to be and

- ✓ creates meaning in the lives of followers
- ✓ bridges the present to the future
- ✓ Communicates effectively to paint the picture and inspire others towards the future state that you perceive



Session 5

Team Building and Teamwork Spirit





What is a Team? [Defined]

T Together
E Everyone
A Achieves
M More

What is Team?

- ❑ A team is a **group of people** who **work together** to achieve a **shared goal or purpose.**
- ❑ Teams are made up of people who rely on each other to complete tasks, and they often have a sense of shared identity and purpose

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How to Be a Good Team Player



How to become a Team Player

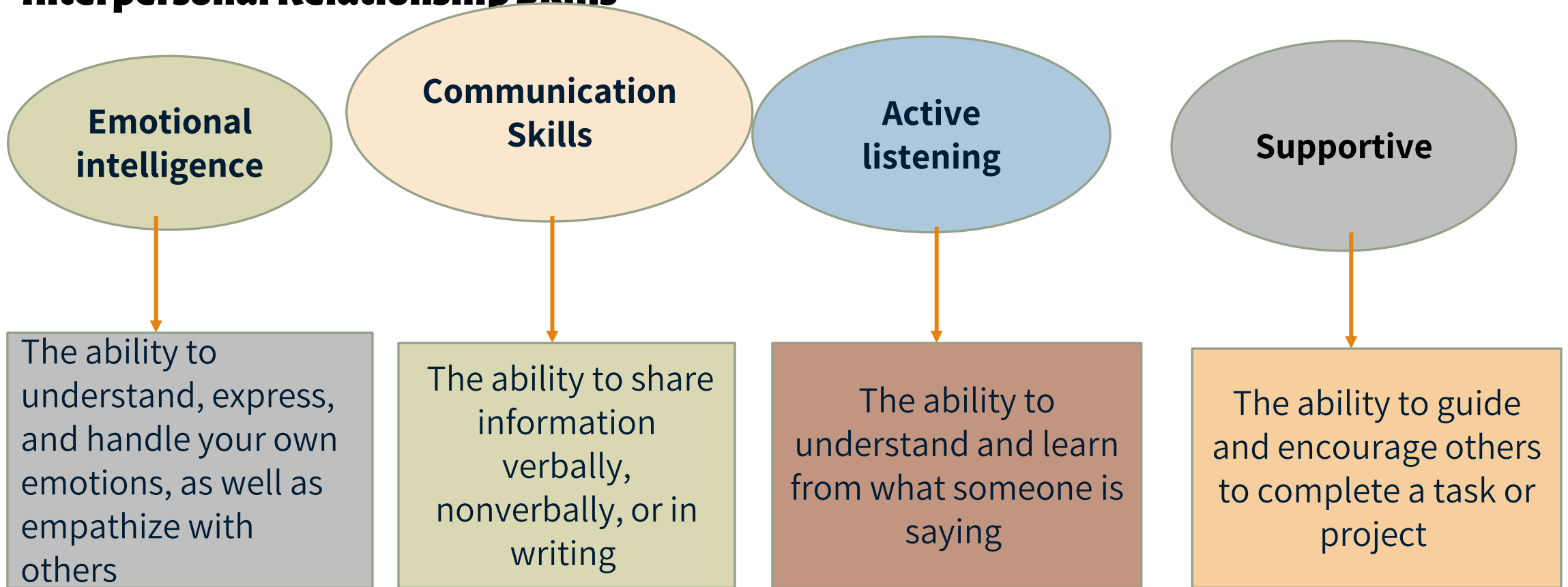
Tips for Effective Team Player

- ✓ Understand the team goal
- ✓ Understand your role
- ✓ Know your strengths and weakness (Skills)
- ✓ Bond and collaborate
- ✓ Listen and communicate effectively
- ✓ Respect each other

Interpersonal Skills In Leadership



Interpersonal Relationship Skills



Session 6

Time Management



What is Time Management

- The ability to use one's time effectively or [productively](#), especially at work. "time management is the key to efficient working"



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		URGENT	NOT URGENT
IMPORTANT	NOT IMPORTANT	<u>Quadrant I</u> <i>urgent and important</i> DO	<u>Quadrant II</u> <i>not urgent but important</i> PLAN
		<u>Quadrant III</u> <i>urgent but not important</i> DELEGATE	<u>Quadrant IV</u> <i>not urgent and not important</i> ELIMINATE



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Time Management Skills

- ✓ **Prioritization:** Focus on tasks that are most important and urgent.
- ✓ **Goal setting:** Set goals that are measurable and achievable.
- ✓ **Planning:** Start each day with a clear idea of what needs to be done.
- ✓ **Organization:** Use a calendar to keep track of deadlines and tasks.
- ✓ **Delegation:** Assign tasks to others to focus on more challenging tasks.
- ✓ **Eliminating distractions:** Shut out distractions like social media and telephone
- ✓ **Taking breaks:** Allow time to refresh yourself between tasks

The end

*Thank
you*



WOMEN ENTREPRENEURSHIP AND SUPPORT SERVICES TRAINING



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Course Content

✓ Definition of Women Entrepreneurship

✓ Common features of women entrepreneurs

✓ Need and factors and Areas of women

Entrepreneurship

✓ Factors influencing women into Entrepreneurship

✓ Functions of Women Entrepreneurs

✓ Roles and Benefits of Women Entrepreneurship

✓ Support /Schemes available to aid women

Entrepreneurship

✓ Problems and solutions to Women Entrepreneurship



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Introduction

By the end of this session, participants will be able to:



Use the training
to **equip women**
to be **successful**
entrepreneurs



Develop a strong
resilient spirit for
women to thrive in the
challenge field of
entrepreneurship



Identify sources of
support such as market and
finance to **help develop**
women businesses

DEFINITION OF WOMEN ENTREPRENEURSHIP

Women entrepreneurs may be defined as a woman or a group of women who initiate, organise and run a business concern.

Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”

Government of Ghana – “A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

Frederick Harbison – “Any women or group of women which innovates, initiates or adopts an economic activity may be called women entrepreneurship”.



Women Entrepreneurship – Common Features

Some common features of women entrepreneurs found in Ghana are listed below:

- *Most women with small income are likely to become entrepreneurs*
- *Women with small facilities are likely to become entrepreneurs*
- *A majority of women entrepreneurs are married. With the support of their husband, they accepted entrepreneurship.*
- *Most spinsters face difficulties in obtaining financial support to start their enterprises.*
- *A large number of women with little or no education and training enter into the business field.*
- *Many women become entrepreneurs out of economic necessity.*
- *Women's sincerity and hard work is the cause for sustainability and growth.*
- *Women entrepreneurs are security oriented rather than growth oriented*
- *Most women prefer stabilization of income and minimization of risk*
- *Business enterprises of women lack working capital, this causes low profit margin*

Why women become entrepreneurs?

- To become economically independent
- To establish their own enterprise
- To establish their identity in the society
- To achieve *excellency* in their endeavor
- To build confidence to themselves
- To develop risk assuming ability
- To claim equal status in the society
- To secure greater freedom and mobility

Women Entrepreneurship – Need and Factors

In modern days, particularly in India, there is a great need for women entrepreneurs. Several factors are responsible for compelling the women members of the family to set up their own ventures.

These factors suggesting their need can be broadly classified into two groups:

- I) Motivational factors or needs and
- II) Facilitating factors or needs.

Factor # (I) Motivational Needs:

The following are the motivational needs for which modern women are motivated to become entrepreneurs:

1) Economic Necessity:

In business, the entry of women is relatively a new phenomenon. Because of the break-up of the joint family system and the need for additional income for maintaining the living standards in the face of inflation or rising prices, women have started entering the most competitive world of business. Thus, because of the economic necessity, women have begun entering business field for earning some income and increasing their family income in modern days of inflation.

2) Desire for High Achievement:

Another motive force compelling women to enter business world is their strong desire for high achievement in their life. In modern days, though women are educated, they are not able to find jobs in the market place or they may not be able to go out of their homes for working somewhere else because of family problems.

Therefore, a woman is tempted strongly by a desire to achieve something high and valuable and prove herself as an asset and not a liability to the family. This is the strongest motivating force for a woman to become an entrepreneurs.

3) Independence

Another strong motive force compelling a woman to become an entrepreneur is to lead an independent life with self-confidence and self-respect. The ownership and control of a successful business provides a woman entrepreneur a prestigious status, personal reputation and a sense of independence in the society.



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4) Government Encouragement:

The Government and non-government bodies have started giving increasing attention and encouragement to women's economic conditions through self-employment and business ventures.

They have formulated various policies and programs and introduced various incentive schemes to promote women entrepreneurs in the country. Such encouragement and incentive schemes have induced women to undertake business mentors.

5) Education:

Women have been taking up various kinds of technical, vocational, industrial, commercial and specialized education so as to qualify themselves to be self-employed in some kind of trade, occupation, vocation or business. Facilities are also being provided to women in areas where they can grow and blossom as persons in their own right. Women have proved in modern days that they are no less than men in efficiency, hard work or intelligence or even they can surpass men in several fields.



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6) Model Role:

Women, like men, are also desirous of contributing their might to the economic development of their country. Similarly, our women in India would like to play a key role model. They have already entered other fields like politics, education, social field, administration, etc. Now they have started entering the business field where they can also show their importance as in other fields.

7) Family Occupation:

Family occupation is an important factor motivating a woman member to participate in the family business, along with her husband and other members of the family. There is a great need for women to undertake economic activity or business of the family and support their families in family occupation or family business so as to reduce the expenses of the family business and increase its income.



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8) Employment Generation:

Another influencing factor that motivates women to become entrepreneurs is the creation of employment opportunities. Women entrepreneurs generally take up labour intensive small scale and village industries or handicrafts and they have high potential in employment generation. Therefore, they serve as a solution to the widespread problem of women unemployment to some extent.

9) Self Identity and Social Status:

Women desire to enjoy some social status and recognition in the society. Women entering business can achieve such a position of self-identity and recognition of social status because they come in contact with high level officers, ministers, authorities, and others holding high positions.

10) Growing Awareness:

With the spread of education and the growing awareness among women, the women entrepreneurs have been increasing, not only in the kitchen extension activities *i.e. the 3 Ps viz. pickles, powder (masala) and papad* or the traditional cottage industries, such as *toy-making, basket-making etc.* as they require less technical know-how, but they are entering also into engineering, electronics and many other industries which require high level technical skill.

Thus, women entrepreneurs are found in such technical industries as T.V. capacitor, electronic ancillaries, and small foundries.



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Factor # (II) Facilitating Needs

Facilitating needs are the needs for providing various facilities for the successful working of the women enterprises.

These are given below:

1) Adequate Financial Facilities:

Finance is the life-blood of any business, whether it is run by men entrepreneurs or women entrepreneurs. The Government has set up industrial estates for women. It should therefore provide the required financial facilities to the women entrepreneurs so as to motivate them to start their business or industry in such estates. Several financial schemes like Women in Entrepreneurship, Women Aid Scheme etc., have been set up only for women entrepreneurs. In addition, banks and development finance institutions also provide financial assistance to women entrepreneurs. Women will be tempted to start their own business ventures when such facilities are easily available to them.

2) Innovative Thinking:

Innovative thinking in women motivate them to become entrepreneurs. Women who have entrepreneurial talent and who have innovative thinking are naturally induced to take up small business or industry to convert their innovating and talent into a position of entrepreneurship instead of employment.

3) Support and Cooperation of the Family:

Another important factor that induces women to take up entrepreneurship is the full co-operation and encouragement of the family members, particularly, husband, father-in-law and mother-in-law, grown-up sons and daughters and other members, if any. In a modern educated family, women members generally enjoy more liberty and economic freedom. So naturally, they will be anxious to have their own source of income from their business.

4) Availability of Experienced and Skilled Women:

Women entrepreneurs would be able to provide experienced and skilled people to family occupations. Therefore, women will be motivated to become entrepreneurs.

5) Development Programmes:

The Central and State Governments have started several development and training programmes particularly for women so as to enable them to become entrepreneurs. Such training and development programmes provide all types of facilities to women to start their business independently.



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Women Entrepreneurship – Areas

Women entrepreneur in earlier years after independence were confined to entrepreneurship in traditional areas like food, fruits, vegetables, pickles, papads, tailoring, hosiery etc. However, often, Women entrepreneurs have branched out to several new areas like engineering, beauty parlours, jewellery, handicraft, electrical, electronics, chemical and other manufacturing. This shows that entrepreneurial base of women expanded from traditional *3Ps – pickle, powder and papad* to modern *3ES – Engineering, Electrical and Electronics*.

There are vast numbers of industries under small business sector where women are playing a major role.



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Conduct competitive analysis

Competitive research begins with identifying other companies that currently sell in the market you're looking to enter. The idea of carving out enough time to learn about every potential competitor you have may sound overwhelming, but it can be extremely useful.

Answer these additional questions after you've identified your most significant competitors:

Where do they invest in advertising?

What kind of press coverage do they get?

How good is their customer service?

What are their sales and pricing strategies?

How do they rank on third-party rating platforms?

Spend some time thinking about what sets you apart. If your idea is truly novel, be prepared to explain the customer pain points you see your business solving. If your business doesn't have any direct competition, research other companies that provide a similar product or service.



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Women Entrepreneurship – Factors Influencing Woman to become an Entrepreneur

There are different factors influencing woman to become an entrepreneur. Such factors can be divided into two – (1) the push and (2) the pull factors.

The push factor is allied with negative environment and the pull factor is attributed to the push factor may result from low income, low job satisfaction or lack of job opportunities and strict working hours.

The pull factor, however, may result from the need of fulfilling the desire to help others and self-accomplishment. Dhaliwal (1998) found the push factor to be evident in the developing countries.



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Empirical evidence on the **push and pull factors** revealed that women entrepreneurs in the developed countries were influenced by the need for achievement, while women entrepreneurs in the developing countries were influenced by a combination of push and pull factors.

Women are influenced by **socio-cultural complexities** to become an entrepreneur in developing countries. Because of such complexities in the factors influencing women entrepreneurship development in developing countries, many international organizations adopted strategies to overcome such complexities.



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A study conducted by International Labour Organization (ILO) (2006) has found four personal and four external factors that influence women entrepreneurs' success.

Personal factors comprise – (1) motivation and commitment; (2) abilities and skills; (3) ideas and markets; and (4) resources.

While external factors consist of – (1) business development organizations; (2) broader enabling environment; (3) economic/market environment; and (4) socio-cultural context.



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The business development organizations factor considers the roles of government, NGOs, private sector, membership organizations and donors.

The broader enabling environment factor mulls over regulations, policies, institutions and processes.

The economic/market environment factor ponders opportunities and threats (e.g., inflation, interest rates, economic trends etc.).

The socio-cultural context factor considers attitudes, aspirations, confidence etc.

Ulrich (2006) has examined five factors and found that all of them influence youth entrepreneurship development. The five factors include – (1) entrepreneurship education and training, (2) socio-cultural, legitimacy and acceptance, (3) access to finance, (4) business assistance and support and (5) administrative and regulatory framework.



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Women Entrepreneurship – Top 9 Qualities

Women entrepreneurs establish their businesses while exhibiting array of qualities. Following is an indicative list of some of the **qualities of women entrepreneurs**:

1. Accept challenges
2. Ambitious
3. Hard working
4. Patience
5. Motivator
6. Adventurous
7. Conscious
8. Educated
9. Intelligent



Women Entrepreneurship – Functions

Fredrick Horbison has enumerated the following functions five functions of a woman entrepreneur:

1. Exploration of the prospects of starting a new business enterprise.
2. Undertaking of risks and handling of economic uncertainties involved in business.
3. Introduction of innovations or imitation of innovations.
4. Co-ordination, administration and control.
5. Supervision and leadership.



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Women Entrepreneurship – Role and Importance

Today's women are taking more and more professional and technical degrees to cope up with market need and are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is perhaps for these reasons that Government Bodies, NGO's, Social Scientists, Researchers and International Agencies have started showing interest in the issues related to entrepreneurship among women in Ghana.



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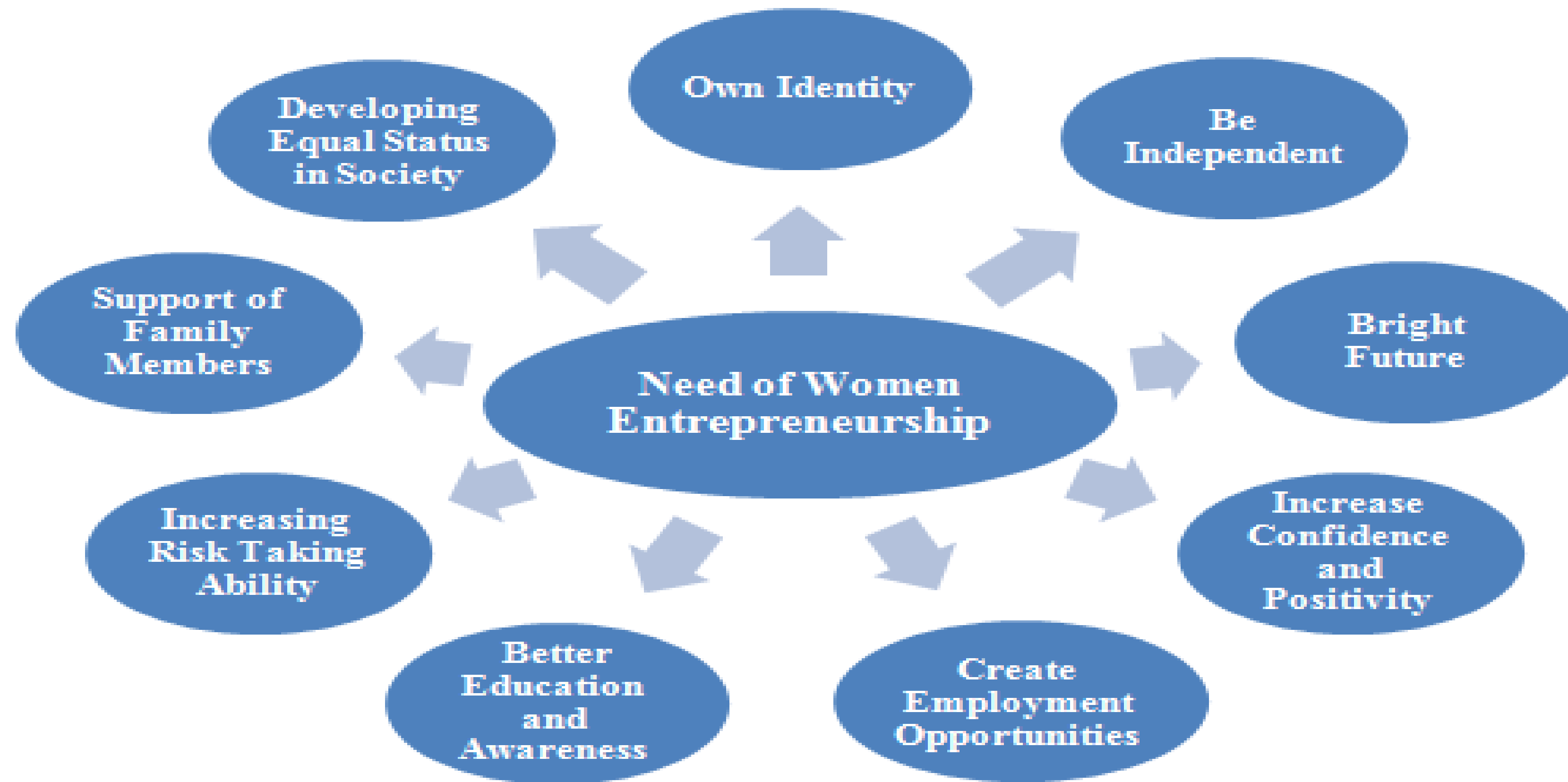


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ROLES OF WOMEN ENTREPRENEURSHIP IN GHANA



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Women Entrepreneurship – Reasons for Starting an Enterprise in Ghana

“When woman moves forward, the family moves, the village moves and the nation moves.”

is rightly said by Pandit Jawahar Lal Nehru. Employment gives status and economic independence to women leading to an empowered woman.

Women set up an enterprise due to economic and non-economic reasons as well.

Various reasons can be due to:

1. Motivational factors, and
2. Facilitating factors.



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1. Motivational Factors:

Economic necessity

Independence

Self-actualisation

Govt. Policies and Programmes

Education and qualification

Role model to others

Employment generation

Self-Identity and social status

Success stories of friends & relatives

Family Occupation

2. Facilitating Factors:

Adequate Financial Facilities

Self-satisfaction

Innovative thinking

Network of contacts

Co-operation of family

Experienced and skilled people at work

Support of family members



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SCHEMES AND SUPPORT FOR WOMEN ENTREPRENEURSHIP IN GHANA

Ministry of Gender , Children and Social Protection

Ghana Enterprises Agency

National Innovation and Entrepreneurship Programme

NGOs and Civil Society Organisation

Ministry of Trade and Industry

Federation of women Lawyers

National Youth Authority

National Youth Employment Authority



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Ministry of Gender, Children and Social Protection Republic of Ghana



Interventions from the ministry include:

Livelihood Empowerment Against Poverty LEAP

Grants for business women

Market sensitization for women

Capacity Building for women

Market Development for women

Training and market fair avenues for women



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GHANA ENTERPRISES AGENCY

INTERVENTIONS AND SUPPORT INCLUDE:

- Provision of Grants for women enterprises
- Capacity Building and Training for women Entrepreneurs
- Market and Access to finance programme for women
- Market linkages for women entrepreneurs
- Skills development and training for women



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INTERVENTIONS AND SUPPORT INCLUDE:

- Training and capacity building for youth including women
- Grant disbursement to youth and women for business development
- Market training and market fair exhibitions
- Professional support for women development in Agriculture and Business
- Scholarship for women in business development

List of NGOs in women Entrepreneurship

Letshego

Camfed

VIS

Mbaasem Foundation

African Womens Development Fund

Actionaid Ghana

WomensTrust



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Women Entrepreneurship – Benefits

Women getting into areas like entrepreneurship and business governance have positive influence on the society. While wealth creation is an aspect common and shared amongst men, women have proven that they can also create and distribute wealth in society and provide employment like any other entrepreneur.

Women entrepreneurs must participate in events, conferences, workshops and seminars and actively involve themselves with educational initiatives, to create the image change. Once a change in the image is achieved in the society, it becomes easy for women to have a greater influence on the younger generation.



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Women entrepreneurship can be a great tool to bring about social reforms. In fact, issues like female infanticide, dowry and disparity based on gender etc., can be curtailed if women start respecting their positions, holding on to their positions and become independent in business and economics. The very fact that women can be a positive contributor to a family income can change the image of women in rural parts of India.

This can result in lot of rural families beginning to send their girl children to study further. This can also impact the way the next generation grows up. Being the central piece in a family, aspects like culture and family values are better promoted by women in society, at both personal and professional planes.



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With the shift from industrial age to information age, it becomes all the more important to see how women rights and respect are embraced today in the industry.

With technology invading most of the industries, the trend definitely seems positive and encouraging for more women to participate and take part in entrepreneurial activities.

Though the overall trend is interesting, it is also important for both men and women to consider practicing the same seriously.



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Women Entrepreneurship – Problems (With Solutions)

The greatest problem faced by women entrepreneurs is that they are women. We are living in a male dominated society where women are treated as '*abalas*'.

They have to face several economic and social problems. Usually they will not get any support or co-operation from various financial institutions, male entrepreneurs or even from their families.

They have to face resistance not only from men but also from elderly women who are ingrained with this attitude of inequality.

Women entrepreneurs have to face two types of problems: general problems of entrepreneurs and problems specific to women entrepreneurs.



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1. Financial Constraints:

Finance is the life blood of every business. Both long term and short term funds are required for business. For obtaining loans and advances from financial institutions, they have to provide collateral securities. But, usually women do not have property in their names and this hinders them from obtaining external sources of funds.

The banks also consider women as less credit worthy and discourage women borrowers on the belief that they can at any time leave their business and become housewives again. Under these circumstances, women entrepreneurs are bound to rely on their savings and loans from friends and relatives. The quantity of such funds are often negligible leading to the failure of women enterprises.



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2. Over Dependence on Intermediaries:

Women entrepreneurs have to depend largely on intermediaries for the distribution of their products. These intermediaries take a major portion of their profits. It may be possible for the women entrepreneurs to eliminate the middlemen, but it requires additional investment of capital and a lot of travel. Women entrepreneurs find it difficult to capture market and popularise their products.

3. Stiff Competition:

Women entrepreneurs have to face stiff competition for the products from the organised industries and male entrepreneurs. They do not have organisational set up to spend a lot of money for canvassing and advertisement. The society has a feeling that the products manufactured by women are inferior in quality on account of the fact that they are manufactured by women themselves. These factors will lead to the liquidation of women enterprises.



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4. Scarcity of Raw Materials:

Scarcity of raw materials is yet another important problem faced by the women entrepreneurs. The price of raw materials is very high and women entrepreneurs usually get the raw materials at minimum discount. The failure of many women co-operatives engaged in basket making in 2020 is an example of how the scarcity of raw materials affects entrepreneurship.

5. High Cost of Production:

Another problem faced by women entrepreneurs is the high cost of production. The government grants and subsidies help them tide over this difficulty, but these grants and subsidies are available only at the initial stages of its setting up. For expansion and diversification activities these assistances will be negligible.



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6. Limited Mobility:

Unlike men, women mobility in India is highly limited due to various reasons. Physically they are not fit enough to travel a lot. A woman running an enterprise independently and alone is often looked upon with suspicion. The humiliating attitude of officials towards women compels them to give up the idea of starting an enterprise.

7. Family Ties:

The family responsibilities also hinder the development of women entrepreneurship. In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role in these matters. In the case of married women, they have to make a fine balance between their business and family.

Their success greatly depends on the support given by the family. Occupational backgrounds of families and educational level of husbands have a direct bearing on the development of women entrepreneurship.



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8. Lack of Education:

In India around 60% of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to lack of education, women are ignorant of business technology and market. It also reduces the achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.

9. Social Attitudes:

This is one of the most important stumbling block in the path of women entrepreneurship. The constitution provides equality for both men and women, but there is widespread discrimination against women. In a male dominated society, women are not treated as equals to men. Women have the potential but they lack adequate training.

There is a common belief that skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid social attitudes prevent them from becoming successful and independent entrepreneurs.



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10. Male Dominated Society:

Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are treated as ‘abalas’.

Women suffer from male reservations about their roles, abilities and capacities. In short, women are not treated as equal to men. This is the main barrier to women’s entry into business.

11. Low Need for Achievement:

The pre-requisites for success in entrepreneurship are the need for achievement, independence and autonomy. But in India the common Indian woman is happy to bask in the glory of their parents, husband, children etc. They have preconceived notions about their role in life. This inhibits them from achievements and independence.

In addition to the above difficulties, lack of infrastructural facilities, shortage of power, difficulty in obtaining licenses from various control boards and a number of other socio-economic problems stand as hurdles to the women entrepreneurs.



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Solutions to the Problems of Women Entrepreneurs:

From the above discussion, it is clear that women entrepreneurs have to face a number of problems.

In order to overcome these difficulties, the following remedial measures can be adopted:

1. Separate Finance Divisions:

Separate finance divisions can be opened by various financial institutions and banks for providing easy and ready finance to the women entrepreneurs. Through these divisions they can provide finance at concessional rates to women entrepreneurs. In order to avoid the humiliating attitude of the offices, these divisions may be under the control and management of women officers.

2. Supply of Raw Materials:

Women entrepreneurs must be given priority over other entrepreneurs in the supply of controlled and scarce raw materials. If possible, the government of local authorities must give tax exemptions to the supply of raw materials to the women entrepreneurs. The Government must make adequate steps to supply the raw materials at the minimum price.



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3. Co-Operative Women's Marketing Societies:

Marketing of products is one of the major problems faced by women entrepreneurs. In order to overcome this difficulty, they can start co-operative societies. These societies can collect the products manufactured by the women entrepreneurs and sell them at competitive prices by eliminating middle men. A chain of societies can be started all over the state/country for wider distribution of products.

4. Education and Social Change:

It is necessary to make people aware of entrepreneurship development, various products, their marketing facilities, competition etc. The negative attitude of the society towards women should be changed.

5. Training:

The modern concept of entrepreneurship is that 'entrepreneurs are not born but made.' By giving proper training we can develop the inborn talents of an individual and make him an entrepreneur. For this, the governmental agencies and financial institutions can set up separate divisions for giving training to women entrepreneurs. The training scheme of the syllabus should be so designed that women can take full advantage of the training facilities.



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6. Family Background:

There should be a sound family background for the development of women entrepreneurs. Elders, particularly mothers, should be aware of the potential of girls and their role in the society. Parents in the initial stage, and husbands in the later stage should support women for doing the entrepreneurial activities successfully.

7. Support from the Society:

Necessary steps should be taken to make the society aware of the role of women in its economic and social development. There must be a change in the negative attitude of the society towards women entrepreneurs. The society shall provide encouraging support to women who take up entrepreneurial activities.

8. Support from the Government:

Both Central and State Governments should give priority to women entrepreneurs for starting new ventures. The governments must give infrastructural facilities, raw materials, tax exemptions and concessions to them. The government can also give special grants and subsidies to the women entrepreneurs.



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Women have to play a vital role in the economic development. They have the potential and will to establish and manage business enterprises. For this, they need encouragement and support from the members of their family, the government and the society at large.



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