

IDMAT announces

Invitation to our 12th International workshop on Gender Equity & Micro Enterprise Development from 19 April - 23 April, 2010 at New Delhi, India

CONTEXT

Women constitute not only half of the world's population but also sway the growth of the remaining half. They produce half of the world's food supply and account for 60% of the working force but comprise only 10% of the world's economy and surprisingly own less than 1% of the real estate. They have little access to productive resources and negligible control over family income. This discrimination is the result of gender bias, which forms an inherent part of the global society.

The general observation is that there are fewer female entrepreneurs than male entrepreneurs. This reflects the trends also prevailing in other spheres of economic activities where males greatly outnumber females. Entrepreneurship is a Herculean task, which is fraught with struggle, entailing both risk and efforts. While women have to go through same stages of setting up an enterprise as do men, and face similar challenges, irrespective of gender based social impediments like social stigma, unfavorable infrastructure, support systems, etc. which block their entry and reduce their pace of growth.

Removing these impediments in the existing set up of micro enterprise development has assumed a critical significance for the economic development of women. The need today is to help women overcome these blockades and draw maximum participation from them to set up micro enterprises, which will help them, achieve self reliance and place them at par with their male counterparts.

OBJECTIVES

- Develop gender sensitivity vis-à-vis participation of women in Micro Enterprise Development.
- Examine the processes of Gender inequality and their disfunctionality affecting the participation of women in micro enterprises.
- Understand the processes of promoting MED through active participation of women.
- Acquire skills of identification of potential women entrepreneurs and learn designing and conducting enterprise development motivation training for them.
- Be able to explore various learning mechanisms to set up Micro-Enterprises and update the methods of managing activities, develop tools and instruments for effective monitoring and evaluation of promoted entrepreneurs.

METHODOLOGY

Experiential learning design will be the core methodology. Interactive sessions, case studies, special group design syndication and other simulation sessions will be held. The training program will be participatory in nature wherein the trainers would be translating ideas into design and formulation of strategies with the appropriate facilitation provided by the resource persons. Very rigorous training hours may demand informal learning groups even after set class hour sessions to acquire needed competency.

CONTENTS

- Need and scope of Micro Enterprise Development for women, its role in sustainable development.
- Gender Equity and Micro Enterprise Development - contexts and challenges.
- Planning process for effective participation of Women in Micro Enterprise Development - identification and formulation.
- Designing Training Strategy for people to work on Micro Enterprise Development - dynamics and trainers' skills.
- Appraisal techniques in micro-enterprise projects for survival and success.

General Information:

Duration: 5 Days (Fully Residential 4 nights & 5 days with lodge and board and all time food)

Venue : New Delhi, India

- International Delegates **Euro 950 per delegate**. The fee to be paid via Bank Transfer.
- Indian Delegates: **Rs 29,500 per person**

Discounts Scheme for International Delegates only

- Group discount – For a group of 4 delegates 15% on total fee.
- For Additional delegate – For every second delegate a fee of Euro 925 only.
- **Early Birds – Enroll by 28th Feb and pay only Euro 900 per delegate.**

Accommodation on twin sharing basis.

The fee covers lodging – boarding (American Plan) and supply of teaching materials.

About the Organisation

INTERNATIONAL INSTITUTE OF DEVELOPMENT MANAGEMENT TECHNOLOGY(IDMAT)

IDMAT is an institution that has evolved its own identity as an international body for Development Management and Enterprise creation. The future of the emerging economies lies in encouraging the spirit of innovation and entrepreneurship in the society. Aseed started its mission in early 90s and since then, it has diversified into various fields like research, training, publication special evaluation projects, marketing and consultancy support services.

Our clientele profile has been of varying nature ranging from corporate sector organizations, government agencies to a broad based group of international development agencies (World Bank, UNDP, ILO...) and several hundred non-governmental organizations (NGOs). It has also moved to micro credit and Self Help Groups (SHG) process at the grass root level moving beyond its intermediary role to direct implementation of projects in selected regions. It takes up research, consulting and monitoring activities as well on social issues.

Highly experienced and competent Board of Governors guides Aseed-IDMAT. The organization has known international professionals in the field of development management and institution building who are supported by a multi-disciplinary team of experts in training and applied research. Training and capacity building and institutional development functions of Aseed evolved a semi autonomous independent wing as IDMAT (International Institute of Development Management Technology). IDMAT continues to focus on multi dimensional training/research activities.

Nomination Form:

1. Name of the Programme :

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2. Name (Nominee/Self) :

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3. Father's Name : 4. Nationality :

5. Date of Birth..... Sex:.....

6. Place of Birth : 7. *Passport No. :

8. Place of Issue :

9. Date of Issue : 10. Date of Expiry :

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11. Permanent Address :

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Tel : Fax : E-mail :

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12. Occupation & Place of Work Address

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Tel : Fax : E-mail :

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13. Educational Background : 14. Experience

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14. Sponsor (Employee Self) DD/Cheque No.

.....dated

Date :

Signature

**Compulsory information for International Delegates.*

From the Director General's Desk

IDMAT has evolved as an independent entity over the years as semi autonomous division of Aseed, which is an apex autonomous non-profit body. It has conducted more than 35 international programmes on themes like GENDER/MED/MFI/ Organisational Development/BDS/ Governance/Community Mobilisation in India and abroad. Theme on social sector and corporate linkages as process of development technology has made a strategic impact towards capacity building task.

In the past we have had delegates coming from various countries and organisations like UNDP, SNV, Mercy Corps, Asia Foundation, GTZ, WUSC, DFCC, CARE, ActionAid etc. It will be a great opportunity to see together the delegates from multi cultural regions. It shall be our pleasure if you join us in this event to make it a success

The program will be beneficial for evaluating, emphasising these concepts and seeing challenges and opportunities in the markets. The workshops will be a landmark event in rediscovering one another's potential whereby bringing together different communities at large and women in particular.

Warm Regards
Dr. Nagendra Singh

Above feedbacks are from our past workshops held in varied countries like Malaysia, Thailand, India, Nepal and Mauritius

**"It was the best event I have ever attended. The resource persons were great, the participants were bright, the logistics was perfect and the case studies and exercises were very interesting and exciting. The Gender blend with the Enterprise development is a great idea and I am sure I will be able to use it in my Gypsy (Roma) related activities especially in Slovakia."
Communication Analyst, World Bank, Hungary**

"Rare experience to go through such a programme of intensity"..... Seed, Srilanka

"Such programmes should be held often, it could help many people. it was a wonderful experience to go through it both for my organizational and personal perspective" Regional Director, Caritas, Bangladesh

"Unique learning opportunity".....IFFDC, India

"The programme was very effective, useful learning, which can be easily adopted into our work areas. The design and methodology of the workshop was very good, participatory and more focused on facilitative skills" UNDP, Bangladesh

"Incredible experience of AIDMAT's workshop and specially listening to the delegates on the Gender balanced and opportunity areas in Himalayan kingdom was great". Chief Secretary, kingdom of Nepal, Nepal.

"It was a wonderful experience to go through the gender equity and MED programme and discovered the strength of AIDMAT faculty team.....a meaningful discovery." Economist, Asian Development Bank, Philippines.

"It was a great opportunity to interact with cross cultural delegates group and get a feel of their country perspective on gender related issues.....congrates to AIDMAT team for making this happen"..... Regional Advisor, UNIFEM, Bangkok

"The event has been an eye opener in the areas of micro enterprise for most of us..... Programme Officer, UNDP, Niger

"A creative and innovative step towards capacity building of development functionaries...a meaningful initiative." Chief Investment Advisor, UNESCAP S.E.Region,Bangkok

"Attempt like this is just a drop in an ocean from building rags to riches, AIDMAT may have to move beyond its capacity to build others capacity." Mr. Mechai Viravadya, Megasasay Award Winner, Thailand

I have been greatly challenged by the sessions and the overall programme. Excellent teaching inputs and unique, authentic and passionate resource persons behaviourSamuel Bhekei nene Dy.Chief exec.Officer,Unicity, South Africa

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