



July Skill Surge: Empowering RWE's Through Hand's On Training

Monthly Newsletter

Digital Empowerment Foundation: Training for Transformation



Get ready to dive into the digital realm! 🚀 DEF held a **3-day Refresher Training** Extravaganza for Sochnapreneur Business Mitras (SBM's) across the vibrant districts of Nadia and Murshidabad in West Bengal! 🌍 ✨ From mastering the magic of MeraAPP to the wonders of MeraBill, and leveling up in both hardware and software, participants were in for a tech-tastic treat! 💻 📱 But that's not all! This isn't just a one-time practice. 🎯 The DEF team is committed to continuous handholding, ensuring that our SBMs stay ahead of the curve with ongoing support.

RWEs across Assam diving into the world of finance with a splash of digital flair! 💻 ✨ DEF had rolled out the **Financial Inclusion Training Extravaganza** using the innovative KriSarthak app, all under the fantastic Assam Agribusiness and Rural Transformation Project (APART) funded by the World Bank. 🌍 🇮🇳 . From savvy certifications to counselling, this training is transforming the financial landscape for our rural women entrepreneurs (RWEs). 🌱 📁 It's like giving a superpower boost to their business skills, helping them navigate the world of finance with confidence and competence! 🚀 🧑



DEF rolled out **Social Media for Business Training** across Assam and West Bengal, designed to boost the digital prowess of SBMs and rural women entrepreneurs! 📱 ✨ This hands-on training was all about crafting stellar Instagram and Facebook profiles, building a vibrant online presence, and showcasing products with engaging posts. RWE's are diving into the world of social media, learning how to share their stories and connect with their audience effectively. Get ready to see our entrepreneurs light up the digital space and take their businesses to the next level! 🌟 🚀



In West Bengal's Jiaganj block, Mir Sabnam Begum, an energetic Sooknapreneur Business Mitra, hosted an **Udyam Registration camp** that empowered 25 rural women entrepreneurs (RWEs) from the handicraft and agriculture sectors. Through this initiative, they earned their Udyam Registration Certificates, a critical step in formalizing their businesses under the Micro, Small, and Medium Enterprises (MSME) framework. Why does this matter? Udyam registration opens doors to various MSME benefits, including access to government schemes, subsidies, and low-interest loans. These financial tools allow entrepreneurs to scale their businesses, increase production, and tap into new markets



SWITCHON'S TRAINING TRIUMPHS



In the vibrant Patrasayer block of Bankura, 30 talented women participated in a hands-on **3-day training program** focused on **mastering the art of Tasar silk yarn production**. Guided by SwitchON organization, these women were introduced to the Buniyaad machine and learned the intricate process of boiling cocoons and producing high-quality silk yarn. The training empowered them with the practical skills to identify the best cocoons, significantly boosting their capabilities in the silk industry. With these newly acquired skills, these women are now better equipped to step into the silk production market, creating sustainable income opportunities and contributing to their own economic empowerment.

On 2nd July 2024, at the DRDC Bankura, SwitchON led a spirited celebration of **International Cooperative Day**. The event brought together dynamic speakers who emphasized empowering local women entrepreneurs by upgrading their businesses through targeted support and training. Key topics included tapping into government schemes to enhance skills and employability, promoting entrepreneurship, and diversifying products through cooperatives. The importance of registering on the Udyam Portal, improving marketing strategies, and providing financial support through credit schemes were highlighted. The event was a call to action for supporting traditional crafts while tackling the marketing challenges faced by rural women entrepreneurs.



Celebrating International Cooperative Day



BRIDGING MARKETS: EXCITING NEW PARTNERSHIPS AND OPPORTUNITIES!



In a vibrant meeting with Biswa Bangla, the artistry of rural women entrepreneurs took center stage! 🌟 SwitchON presented stunning handloom sarees and intricate handicrafts, catching the keen eye of their Chief Marketing & Designing Manager. Out of 9 saree samples, 4 were handpicked for purchase, with the promise of even more collaborations on the horizon. With thoughtful feedback on handicrafts and a call for updated samples, this partnership is gearing up to weave new opportunities for our talented RWEs!



Experience the buzz from the Buyer-Seller Meet held in Patrasayer block, Bankura! 🎉. This vibrant event was all about forging powerful connections between Udyamini Rural Women Entrepreneurs (RWEs) and potential buyers, creating a platform for new business opportunities and collaborations. SwitchON facilitated this exciting exchange, opening doors to fresh markets and meaningful partnerships for our talented entrepreneurs! 🌟👏



A buyer from Andhra Pradesh, Subrata Sarkar, visited the Islampur Handloom Cluster in West Bengal, facilitated by DEF and led by SBM Tanushree Dey. During the visit, he engaged in a detailed discussion about the program and explored the diverse handcrafted products created by the cluster. Subrata was particularly impressed and took samples of Motka Silk and Khadi Cotton, showing great interest in collaborating with the artisans. Exciting times ahead for our handloom community!