

*Greetings*

*from*

*Cwei !*



# **National Consultation on “Creating an Enabling Environment for Women’s Entrepreneurship in India”**

**Tuesday 19<sup>th</sup> February 2013**

Presentation by  
Ms. Shashi Singh  
Chairperson

CWEI

Consortium of Women Entrepreneurs of India  
1204 Rohit House, 3 Tolstoy Marg, Connaught Place,  
New Delhi 110001.



# cwei

Consortium of Women Entrepreneurs  
of India

... IS A REGISTERED NONPROFIT ORGANIZATION  
WORKING FOR THE SUSTAINABLE ECONOMIC  
EMPOWERMENT OF WOMEN AND THEIR FAMILIES  
THROUGH INCOME GENERATING ACTIVITIES AND  
ENTREPRENEURSHIP DEVELOPMENT.

## OUR MISSION IS

TO MOTIVATE THE NEW GENERATION & WOMEN TO OPT  
FOR ENTREPRENEURSHIP AS A CHALLENGING CAREER - THE  
ONLY ANSWER TO UNEMPLOYMENT

Cwei consists of over 6000 SHG's, Artisans and Individual Entrepreneurs; 500 members in the North East Region; 150 NGO's & Institutions; besides International Members in 40 countries, who collectively support and benefit from our activities.



## MANTRA

INTEGRATED MARKETING LINKED WITH  
PRODUCT DEVELOPMENT & DESIGNING

Cwei acts as a springboard for Entrepreneurship, facilitating technology transfer, improving access to natural resources, product and design development, and exploring marketing linkages through various haats, buyer seller meets, exhibitions and fairs in India and abroad.



CWEI HAS EMERGED AS A STRONG, VIABLE AND VIBRANT ORGANIZATION OVER THE YEARS AS A FORCE TO RECKON  
WITH FOR TOTAL EMPOWERMENT OF WOMEN, INTEGRATING THEM INTO THE NATIONAL MAINSTREAM

***Partnership and cooperation to enhance WE –  
Capacity Development***

CWEI has played an important role in supporting Women Entrepreneurs with innovative Tools as our approach strategy.

Convergence of line ministries and UN Women has helped us in our mission.

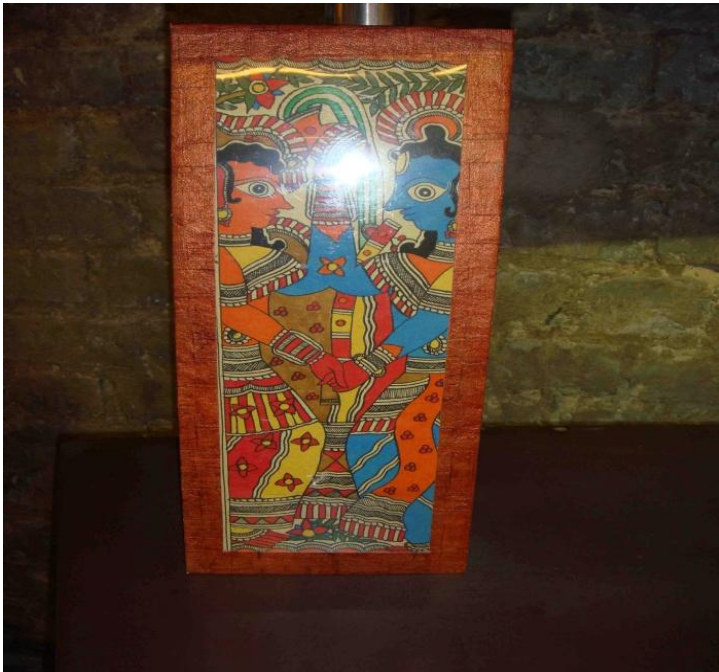




# MOHA

*Design &, Marketing Centre for Rural Enterprises.*

Gallery No. 4, Rajiv Gandhi Handicraft Bhawan, Baba Kharag  
Singh Marg, New Delhi.



*MOHA-Retail & Design Centre has been established under the PPP mode. This 4000 sq. feet area showcases new and innovative products being produced by Rural Women Of India.*





## MOHA FOR STRENGTHENING WE

DSR of cluster shows the women as main producers but end up only as wage earners and exploited

CWEI – MOHA has Created sustainable enterprises for thousands of Women groups without getting squeezed with “middle men” or big retail players who put high mark-up on products/ delay payments for small enterprises who lack working capital.

**Single touch point** for Retail, Wholesale and Export of products, through B2B and B2C revenue channels.

Provided **exposure, training, design workshops, business basic skills** that can build robust clusters.

Modern retail design that relates to all age groups and can compete with established brands.

Intellectual Property Rights –IPR tools for protection and market support.



## Women Entrepreneurs- Capacity Development

### Barriers:-

- Gender budgeting in all line ministries especially MSME to be reviewed.
- Special provision and budget separately for the micro sector- dominated by women.
- Dissemination of information:- Policies and programs do not reach the grassroots.

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_7145](https://www.yunbaogao.cn/report/index/report?reportId=5_7145)

