

**Modules of Entrepreneurship Development Program (EDP) for Sensitization/Awareness Building & Training to 12,000 Women SHG/JLG Members.**

**Association of Microfinance Institutions – West Bengal (AMFI-WB)**

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**Project Title: Women Entrepreneurship – Livelihood Enhancement and Development (WE-LEAD)**

**The Project Supported by: SIDBI**

The Entrepreneurship Development Program (EDP) Module Manual (18 to 20 Hours Course) is Sensitization/Awareness program for existing and new entrepreneurs under the Women Entrepreneurship - Livelihood Enhancement and Development (WE-LEAD) project. The project is Supported by the Small Industries Development Bank of India (SIDBI) and is implemented by (AMFI-WB) Association of Microfinance Institutions – West Bengal.

EDP - Enhancing Livelihood Security for poor and their households has been considered, as one of the key priorities of all development agencies, including the Government, and especially in developing countries like India. Access to finance, need-based training on entrepreneurship, and skill building can help substantially to promote, expand and sustain livelihood opportunities for the marginalized. Realizing the importance Association of Micro Financial Institutions – West Bengal (AMFI-WB) planned to take up a project named “Women Entrepreneurship-Livelihood Enhancement and Development (WE-LEAD) program, mainly to promote and strengthen entrepreneurship among women SHG/JLG members in the six districts of West Bengal. The project is supported by the Small Industries Development Bank of India (SIDBI). As proposed, AMFI-WB will implement the program together with its Member MFIs, in the Six Districts (Three Aspirational Districts) of West Bengal.

In due course, it is well understood by AMFI-WB that Financial literacy is a crucial life skill to possess, and it boosts one's financial capability. Savings, budgeting, and financial planning must be taught to all, and it is to manage money/investment properly at any time. And learning about it is never too late.

And thus, an EDP training manual is developed. This will not only merely be viewed as the ability to read and write in the language of finance and accounting, but also to utilize the learning by developing entrepreneurship/enterprise/entrepreneur skills.

Several programs and initiatives are for the direct benefit of the community but then again education and basic literacy are the major constraints that may be restricting the citizen to take the benefit of the same. Whenever there is a discussion about financial literacy, the focus is on learned people and it is a common thought process that in the villages, people are not able to manage their finances. The respective government has taken a lot of steps to improve the

scenario and several schemes are on the run. Apart from the efforts of the state and central government, many agencies are involved in the process and doing everything to improve the scenario.

AMFI-WB is one among those agencies, that currently caters to around 65 lakh poor women by providing them with financial literacy and services, especially micro-credit. With a membership of 50 Micro Finance Institutions, IT and Health service provider companies, banks especially micro-credit through approximately 32137 employees who hail from lower economic backgrounds.

Realizing that Financial literacy is important for all the rich, poor, rural, and urban people, starting from the counting of currency notes to making any investments, financial literacy has an important role to play. And, that the financial literacy of a man or a woman confirms the financial well-being of the family because some issues require sound financial knowledge.

And down the line, Financial literacy has a lot of possibilities and opportunities, as in the present times this is essential for each person and may be the way of living for rural people. AMFI-WB, WE-LEAD project supported by SIDBI has taken the initiative, that if a common man learns to manage his or her own money then this can be viewed as the success of the drive for financial literacy and even nationwide initiative of financial inclusion.