

## Digital and Financial Literacy for Sustainable Growth of Rural Women Entrepreneurs

**Programme Director: Dr. E Vijaya**

A. Name of the Institute	National Institute for Micro, Small and Medium Enterprises ( <b>ni-msme</b> ) An Organization of Ministry of MSME, Govt. of India and ISO 9001-2015 Certified Accredited as UTKRISHT / उत्कृष्ट, 3-Star Rating (Very Good) by Capacity Building Commission (CBC)
B. Name/title of the Course	Digital and Financial Literacy for Sustainable Growth of Rural Women Entrepreneurs
C. Proposed Dates and Duration of the Course in weeks / months (Dates may be fixed keeping in mind festivals, holidays etc. No request for change in dates, once approved / circulated will be entertained)	From 20 April to 02 May 2025  2 Weeks
D. Eligibility Criteria for Participants 1. Educational Qualification 2. Work Experience 3. Age Limit (Min. and Max. age)	Graduation Minimum 5 years 25 -55 Years
E. Target group	Government Officials, Financial Institutions, Technical Experts, Women Entrepreneurs, Professionals from diverse backgrounds, and all women with an interest in digital business and entrepreneurship are encouraged to participate.
F. Aims & Objectives of the Course	<p><b>Aim</b> Women worldwide are yet to fully adopt digital literacy as a vital element of life skills. Implementing digital literacy as a value addition can enable women to surmount various challenges linked with learning to know, combat competition, take action, and generally be in control of one's life. This allows women to stay ahead through the use of digital platforms.</p> <p>Acquisition of digital literacy is a critical addition to women's life skills in their journey to becoming confident in navigating today's digital economy. With digital literacy in the 21st century, women stand a chance at getting decent employment opportunities and taking ownership of their responsibilities and how to better execute them.</p> <p><b>Objective</b></p> <ul style="list-style-type: none"> <li>To understand sound advocacy, especially in the area of empowerment towards grooming women to become empowered through digital literacy</li> </ul>

	<ul style="list-style-type: none"> <li>• To identify the need for Digital interventions for women empowerment</li> <li>• To equip officials with the knowledge and tools to design and implement policies that promote digital and financial inclusion for rural women entrepreneurs, ensuring they have equal access to resources, technology, and financial services</li> <li>• To empower officials to promote the development of digital platforms and financial products specifically designed for rural women entrepreneurs, considering their unique challenges and needs</li> <li>• To develop the strategies for effective implementation of Digital Financial literacy for the inclusive growth of women-led rural SMEs</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>• Understand the use of relevant ICT applications to improve productivity, financial services and marketing</li> <li>• Equipped with the knowledge and tools to design and implement effective policies that promote digital literacy, financial inclusion, and empowerment of rural women entrepreneurs</li> <li>• Evaluate and implement the policy considerations on Digital Financial Literacy</li> <li>• Integrate gender considerations into national and regional development strategies, ensuring that rural women have equal opportunities to benefit from digital and financial tools</li> <li>• Transform rural women's ability to overcome challenges related to digital illiteracy</li> </ul>
G. Details of Content of the Course	<p><b><u>CONTENTS</u></b></p> <ul style="list-style-type: none"> <li>• <b>Module 1:</b> Introduction to Digital and Financial Literacy for Rural Women Entrepreneurs</li> <li>• <b>Module 2:</b> Policy Design for Digital Inclusion and Financial Empowerment</li> <li>• <b>Module 3:</b> Bridging the Digital Divide: Infrastructure and Access for Rural Women</li> <li>• <b>Module 4:</b> Financial Literacy for Rural Women Entrepreneurs</li> <li>• <b>Module 5:</b> Strategies for building an online presence through social media, messengers, or websites</li> <li>• <b>Module 6:</b> Entrepreneurship Ecosystems: Building Support for Rural Women Entrepreneurs</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Module 7:</b> Building Sustainable and Resilient Businesses for Rural Women</li> <li>• <b>Module 8:</b> Action Plan Development and Implementation</li> </ul>
H. Mode of Evaluation of Performance of the ITEC Participant	Periodical assignments and a Project report to be prepared by the participants who need to design and develop Policy considerations in Digital Literacy based on their country resources.