

We Can!



Brochure

2017





Introduction

What is WE Can all about?

WE Can: Workshops and Business Plan Competition for Women Entrepreneurs – is an initiative dedicated to promoting women's entrepreneurship, which Dhriiti – The Courage Within has developed in partnership with the Cherie Blair Foundation for Women and funded by U.S. Embassy India.

WE Can is a business accelerator programme that will train and mentor 150 young women from Delhi, Jaipur, Lucknow, Dehradun and Chandigarh.

The initiative involves an intensive five-day business training course which will be followed by six weeks of mentoring. The women entrepreneurs will be supported to develop a business plan, providing them with a solid foundation to sustain and grow their enterprises. Twenty-five of the women will also receive incubation support to kick-start their businesses.

In addition, five women's enterprises with high growth potential will be awarded with cash prizes.

Location:

The project will be implemented in the following cities: Jaipur, Lucknow, New Delhi, Dehradun and Chandigarh.



Objectives:

To equip women with the skills, knowledge and confidence needed to grow their businesses so that they can realise their ambitions, contribute to their economies and act as role models to others in their communities.

Process:

- This project includes 5 days entrepreneurial training to be offered in 5 cities viz. Delhi, Jaipur, Lucknow, Dehradun and Chandigarh. The entrepreneurial training would be provided to 150 women entrepreneur (30 each from the 5 cities)
- These 150 women entrepreneurs will receive 6 week of mentoring support after the completion of 5 days entrepreneurial training.
- The 150 women entrepreneurs will be invited to participate in the Business plan competition in each city. 25 best business plans (5 from each city) will be shortlisted from the competition.
- These 25 women entrepreneurs will receive incubation support from business experts.
- At the end of incubation support final Business competition will be held and 5 most potential successful businesses will be selected as winners of the WE Can.



Nomination Process

- The nomination process starts with the filling up of nomination forms online.
- The online nomination forms will be available from January 5th 2017.
- Application form would be available on the Dhriiti website. And link to the same shall be provided in all online and offline communication.
- Completely filled-in nomination forms with the probable applicants full information would be recorded.
- The nominated applicants would be intimated through email and telephonically as well.
- The participants would be requested to fill in the online application form.
- If selected, the nominating individual/organisation will be intimated for the same.
- All updates of the nominated candidates journey with the We Can team shall be communicated .



Application Process

- The process starts with the filling up of application forms online.
- The online forms will be available from January 5th 2017.
- Application form would be available on the Dhriiti website. And link to the same shall be provided in all online and offline communication.
- Every applicant has to fill in the online application form providing answers for all the questions in the application form.
- Only completely filled application form shall go into the selection process.
- The application forms would be screened by a special screening team which would go through all the applications on a real-time basis.
- Last Date for submission of application form would be 25th January 2017.



Selection Process

1. Completed online application form would be screened (on the basis of pre-determined criteria).
2. Shortlisted applications would be invited for skype/telephonic interviews.
3. Selected candidates would be intimated through email.
4. All selected candidates to go through 5 day training and 6 weeks mentoring.
5. All selected candidates would present their business plans to a Panel of Experts.
6. 25 businesses from each location would be selected for further incubation support.



Eligibility Criteria

Who is Eligible to apply?

To be eligible for this program you need to:

- Be in the process of setting up their business, or strengthening and growing your existing business.
- Have more than 50% ownership in the business.
- Be ambitious and willing to commit full time to their business.
- Be willing to prepare and present a business plan to an expert panel.
- Be able to read and write in English.
- Be able to work with emails and other online communication.
- Be based in and around the following cities, or be willing to travel to:
 - Jaipur
 - Lucknow
 - New Delhi
 - Dehradun
 - Chandigarh



Evaluation Criteria

- Preparedness for Business
- Industry/Enterprise Knowledge
- Financial Planning
- Resource Management
- Communication
- Problem Solving Attitude



WE CAN Calendar 2017

- **Last day to apply:** 25th January, 2017
- **Announcement of Selected Entrepreneurs:** 17th February, 2017
- **Tentative Entrepreneurial Training Dates:**

Delhi:	20th to 25th February, 2017
Jaipur:	6th to 10th March, 2017
Chandigarh:	20th to 24th March, 2017
Dehradun:	27th to 31st March, 2017
Lucknow:	3rd to 7th April, 2017

- The trainings are not scheduled on Sundays and National Holidays
- **Mentorship support and business plan completion:** March 2nd week to May 3rd week.
- **Incubation support:** May 2017 to September 2017.
- **Final business competition:** End of September, 2017.



Opportunities

5 Day Entrepreneurial Training

6 Week Mentoring Support

Guidance for Business Plan Creation

Incubation Support

Cash Awards

Networking Opportunities



About the Organizers

Cherie Blair Foundation for Women (CBFW):

Cherie Blair Foundation for Women is a development organisation that aims to support women entrepreneurs in developing countries founded by Cherie Blair in 2008. Working in partnership with non-profit, private and public sector organisations, the Foundation develops programmes that build confidence, capability and capital in women.

Dhriiti-The Courage Within:

Dhriiti-The Courage Within is a not for profit organization under Indian Societies Registration Act, 1860, working for the past 12 years to inspire entrepreneurship and to incubate financially, socially and ecologically impactful enterprises. The organization works for new and existing enterprises to build sustainable systems.



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