

## **Dhriiti invites applications for the project Her&Now implemented in Northeast Region**

Under the name of 'Her&Now', Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), to promote aspiring and existing women entrepreneurs in India. The project will be active in Rajasthan, Telangana and Northeast Region.

Dhriiti has partnered with GIZ to implement the Northeast chapter of the project.

Her&Now is an incubation & acceleration programme aimed to support women micro entrepreneurs to build and grow their enterprises. Through a series of capacity building sessions, individual mentoring and customized support, the programme would equip the participating women entrepreneurs to achieve business milestones and realize their potential.

The Incubation Support under the project is open to women entrepreneurs:

1. Who want to set up a for-profit enterprise in the Northeast Region.
2. Who have been running an informal enterprise/are part of a group enterprise and now want to start up on her own
3. Aspire to grow their enterprises and register as a legal entity as part of the project
4. Are comfortable in communicating in English language
5. Are comfortable with technology and web tools

The Acceleration Support under the project is open to women entrepreneurs:

1. Who have been running their enterprises (registered legal entity) for at least one year in the Northeast Region.
2. Who have a majority stake and at least equal participation in day-to-day operations in a jointly-run enterprise
3. Willing to commit time and effort in growing their enterprises and achieving further milestones
4. Are comfortable in communicating in English language
5. Are comfortable with technology and web tools

If you are interested, please apply using the following link:

<https://forms.gle/bU17bJDdU5m7MbP66>

The last date for application is 31<sup>st</sup> August 2019. For enquiries, please call 9038535055 (Bidisha) 9810114559 (Anirban) or email us at [apply.herandnow@dhriiti.com](mailto:apply.herandnow@dhriiti.com)

