

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**Master Class Episode 24**

“Master Class Episode 24”
<b>Topic:</b> - Expertise on Women Empowerment, Women Institutions, Rural Livelihoods, Rural Development, Micro-Enterprises
<b>Date:</b> 16 <sup>th</sup> February 2021 from 04.00 PM to 05:00 PM
<b>Venue:</b> - IIHMR University, Jaipur
<b>Speaker:</b> - Mr. Sanjay Kumar Sharma, Managing Director Manjari Foundation, Rajasthan, India
<b>Number of participants:</b> - 86
<b>Introduction:</b> - This session featured: Mr. Sanjay Kumar Sharma, Managing Director Manjari Foundation, Rajasthan, India. The event was moderated by Dr. Ratna Verma, Assistant Professor, IIHMR University, Jaipur and the Session was welcomed by Prof. Rahul Ghai, Dean – SDS, IIHMR University, Jaipur.
<p><b>Objective:</b></p> <p>The overarching objective of developing expertise in these interconnected areas is to promote inclusive, sustainable, and equitable socio-economic development by empowering women, strengthening community-based institutions, enhancing rural livelihoods, and supporting grassroots entrepreneurship.</p>
<p><b>Salient Novel Points Covered:</b></p> <p>These areas, when integrated with strategic and grassroots-level expertise, offer innovative, scalable, and inclusive solutions to rural poverty, gender inequality, and underdevelopment.</p> <ol style="list-style-type: none"> <li>1. Intersectional Approach to Women Empowerment <ul style="list-style-type: none"> <li>• Focus on intersectionality—addressing the diverse challenges faced by women based on caste, class, location, and disability.</li> <li>• Promotion of leadership pipelines for rural women in political, economic, and social domains.</li> </ul> </li> <li>2. Strengthening Community-Based Women Institutions <ul style="list-style-type: none"> <li>• Cluster-based institutional models (e.g., SHG Federations, Producer Groups) to scale impact and enhance sustainability.</li> <li>• Digital tools for real-time governance, e-bookkeeping, and networking among women’s institutions.</li> </ul> </li> <li>2. Sustainable Rural Livelihoods through Diversification <ul style="list-style-type: none"> <li>• Shift from subsistence to value-added livelihoods (e.g., organic farming, food processing, eco-tourism).</li> <li>• Promotion of climate-resilient livelihoods using local knowledge and green technologies.</li> </ul> </li> </ol>

#### 4. Integrated Rural Development Models

- Emphasis on convergence of programs (health, education, livelihood, sanitation) for holistic development.
- Village-level micro-planning and social audits to ensure transparency and people-centric development.

#### **Role:**

The role of expertise in these interconnected areas is to drive inclusive, equitable, and sustainable development by shaping policies, programs, and practices that uplift rural communities—especially women—as agents of change.

#### **Challenges and Opportunities:**

##### **Challenges**

##### 1. Socio-Cultural Barriers

- Deep-rooted gender norms limit women’s mobility, decision-making power, and access to resources.
- Patriarchal structures often resist women’s leadership in community and institutional settings.

##### 2. Limited Access to Finance and Markets

- Women and rural micro-entrepreneurs often face barriers in accessing formal credit and sustainable markets.
- High dependency on intermediaries reduces profitability.

##### 3. Institutional Capacity Constraints

- Women’s collectives may lack managerial, digital, or financial literacy to sustain and scale.
- Weak linkages between local institutions and government programs.

##### 4. Fragmented Implementation of Rural Development Schemes

- Lack of coordination among different departments and stakeholders hinders holistic development.
- Overlapping or underutilized schemes lead to inefficient resource use.

##### **Opportunities**

##### 1. Women-Led Development Models

- Empowered women can become catalysts for social change, community leadership, and grassroots innovation.
- Strengthening women's institutions creates a multiplier effect in health, education, and economic outcomes.

##### 2. Growth of Social Enterprises and SHGs

- Rising ecosystem of NGOs, CSR, and state missions supporting Self-Help Groups and micro-enterprises.
- Potential to scale innovative livelihood models through incubation and public-private partnerships.

##### 4. Digital & Financial Inclusion

- Mobile banking, digital literacy programs, and fintech tools are enhancing women's access to finance and markets.
- E-commerce and digital platforms enable rural producers to reach national and global customers.

##### 4. Policy Support and Funding

- Government flagship programs (e.g., NRLM, DAY-NULM, MUDRA, PMFME) and SDG

- alignment are creating an enabling environment for inclusive rural development.
- Increased donor interest in gender and livelihood-focused interventions.

### **Q &A and Interactive Discussion:**

An interactive session on Expertise on Women Empowerment, Women Institutions, Rural Livelihoods, Rural Development, Micro-Enterprises was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

### **Future Scope:**

The **future scope of LinkedIn Essentials** is expansive as digital networking, personal branding, and virtual recruitment continue to reshape the professional landscape. It is poised to become an essential skill set across all sectors, educational levels, and career stages.

### **Appropriate caption for the webinar:**

The appropriate and impactful caption options for a session, program, or publication focusing on Expertise in Women Empowerment, Women Institutions, Rural Livelihoods, Rural Development, and Micro-Enterprises.

**LIIHMR UNIVERSITY**

*Master Class*  
Episode 24

**Expertise on Women Empowerment,  
Women Institutions, Rural Livelihoods,  
Rural Development, Micro-Enterprises**

**Tuesday, February 16, 2021**  
04:00 PM - 05:00 PM (INDIA)

**SPEAKER**  
Mr. Sanjay Kumar Sharma  
Executive Director  
Mangal Foundation

**WELCOME**  
Prof. Rahul Ghai  
Dean IIS  
LIHM University, Jaipur

**MODERATOR**  
Dr. Ratna Verma  
Assistant Professor  
LIHM University, Jaipur

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