

Date	Publicatio	Page No.	Edition
11.6.2021	The Hindu	9	New Delhi

## Programme helps women hone business skills

WEDP has enabled women in Rajasthan take up start-up projects and make profit

SPECIAL CORRESPONDENT  
JAIPUR

A series of women's entrepreneurship development programmes (WEDP) launched by a Jaipur-based research institution has helped a number of women in Rajasthan overcome barriers to business creation and self-employment during the COVID-19 pandemic. The guidance has enabled them to take up start-up projects with profitable outcomes.

Most of the WEDPs were designed in a manner to train potential women entrepreneurs and were run in a hybrid mode to provide blended learning opportunities. Women were exposed to business theories and practices



Madhu Raturi at 'Sevaartha' home healthcare unit in Jaipur. \*SPECIAL ARRANGEMENT

in several sectors, touching upon aspects such as developing business models, financial and operational planning, market research and funding sources.

The Centre for Innovation, Incubation and Entrepreneurship (CIE) at Indian

Institute of Health Management Research (IHMR) here has conducted the programmes. CIE chairperson Sheenu Jain said here on Thursday that several nascent start-ups in the State had commenced the work on a small scale and the women running them had honed up their entrepreneurial skills.

Medical professional Madhu Raturi, 67, who attended a WEDP, has started a home healthcare model, Sevaartha, along with her son for providing nursing care to patients needing home service. The venture has benefited those isolated at home in the pandemic. Dr. Raturi's institution is currently developing it as a model that could

provide employment to educated girls from rural areas.

Neha Khandelwal, who makes handcrafted paper products, has given a formal shape to her start-up with the title 'Innovative Papers' while looking for new opportunities in social media marketing. She said learning from the programme had helped her get more traction for her business.

"As a feminine phenomenon, the WEDPs have given wings to women's ideas and speeded up their start-up journey. The potential entrepreneurs have received an impetus to curate the models which will fill the gaps existing in various sectors during the pandemic," Dr. Jain said.