

Grant Program for High-Impact Interventions 2024-2025: Catalysing Impact for a Better Future

Sustainable livelihoods and entrepreneurship support for rural women

Overview:

Rural women in Karnataka, Maharashtra, and the North-Eastern states of India often encounter significant economic and well-being challenges. These hurdles include socio-cultural barriers, limited education and skill development opportunities, inadequate financial resources, and fragmented support structures. Addressing these challenges is a crucial step to nurture sustainable livelihoods and skill development amongst rural women, enabling them to be truly independent to pursue their aspirations.

Current Landscape:

1. **Access to Finance:** Less than 5% of women entrepreneurs receive adequate financial support from institutional sources. [\[1\]](#)
2. **Literacy and Education:** In rural Maharashtra, female literacy rates hover around 70%. Similarly, in some North-Eastern states like Assam and Nagaland, it is around 63% and 71.5%, respectively. Meanwhile, rural Karnataka's female literacy rate stands at approximately 59.60%. [\[2\]](#) [\[3\]](#) [\[4\]](#) [\[5\]](#)
3. **Labour Force Participation:** Women's participation in the rural workforce is alarmingly low at 34.6%, compared to men's participation rate of 78.8%. [\[6\]](#)
4. **Skill Development:** Only 10% of the rural workforce undergoes formal skill training. [\[7\]](#)
5. **Entrepreneurship:** A mere 14% of Indian business establishments are led by women, with an even smaller percentage in rural areas. [\[8\]](#)

Creating an inclusive economic and social development landscape for rural women could be done through the following pathways:

1. **Education and Skill Development:** Implement community-based literacy and vocational training programs focusing on relevant new-age skills such as digital & financial literacy and sustainable agricultural practices amongst others.

2. **Access to Jobs and Supportive Ecosystems:** Extend access to financial resources and government schemes such as the Pradhan Mantri Mudra Yojana (PMMY), Deen Dayal Upadhyaya Grameen Kaushalya Yojana amongst others. Establish women-centric cooperative societies, self-help groups (SHGs), peer wellbeing circles, and childcare creches for working women in rural areas.
3. **Self-Employment and Entrepreneurship:** Set up incubation and mentorship programs for aspiring women entrepreneurs. Organise workshops on business management, marketing, and digital tools.
4. **Community and Policy Engagement:** Advocate for effective implementation of current schemes and requisite policy changes that support women's economic participation. Engage local leaders and communities to change socio-cultural norms that hinder women's economic & social growth.



How to apply?

Please click the following [link](#) to submit your application.

Note: If you would like to submit your application in Hindi or any other Indian language, please write to us at hello@ananyabirlafoundation.org.

यदि आप अपनी एप्लीकेशन हिंदी या किसी अन्य भारतीय भाषा में भेजना चाहते हैं, तो कृपया हमें hello@ananyabirlafoundation.org पर लिखें।

Contact Information

For queries regarding the grant application process or if you require additional information, please contact us at hello@ananyabirlafoundation.org.

Kindly use the following email subject line for any grant related query: "Query regarding Grant Challenge Program 2024-25".

For more details, please refer to the grant guidelines on our [website](#) .

References

1. [Promotion of Entrepreneurship in Rural Areas](#)
2. [Status of Education in the North-Eastern Part of India 2023](#)
3. [Maharashtra Population | Sex Ratio | Literacy](#)
4. [Maharashtra Literacy Rate](#)
5. [Karnataka Demography.](#)
6. [Periodic Labour Force Survey \(PLFS\) Annual Report 2022-2023 Released](#)
7. [WOMEN AND MEN IN INDIA](#)
8. [Decoding government support to women entrepreneurs in India](#)