

**What does it take to create Women
Entrepreneurs based on productive use
of energy technologies?**

Approach A

- **Women as manufacturer/assembler and/or seller/provider of energy product/service**
 - TIDE (improved cookstoves): Technology, training, hand-holding, access to market
 - TIDE (trade in solar devices): Technology, training, hand-holding, access to market
 - NACEUN (women electricians): Training, hand-holding, access to market
 - SEWA (supply of solar energy products and Sarai Cooking System – partnership with SELCO): Training, finance, access to market
 - UBOMUS (providing battery charging service, sale of energy products): Training, finance, access to market
 - **S3IDF (access to finance): Possible solution to one of the problems faced by women entrepreneurs as a subset of any other small/micro enterprise.**

Approach B

- Women as users of energy product/service to enhance their incomes
 - TIDE (food processing): Technology, training, hand-holding, access to market
 - SEWA (use of solar energy and Sarai Cooking System for improved productivity): Finance, access to market
 - Priyadarshini Mahila Samajam (solar drying of food products, partnership with AIWC): Training, hand-holding, access to market
 - **S3IDF (access to finance): Possible solution to one of the problems faced by women entrepreneurs as a subset of any other small/micro enterprise.**

What is needed?

- Technologies:
 - Linked with ‘traditional’ roles of women (food processing, cookstoves) - easier
 - Totally new areas that have yet to fall into any gender roles (solar products, charging stations) – relatively easier
 - Traditionally perceived as men’s arena (electrical/electronic assembly and service) – difficult, but can be done
- Training
 - Technology training needs to be supplemented with leadership/confidence building inputs (e.g. TIDE, NACEUN)
 - Identification of ‘right’ candidates with entrepreneurial DNA is important (e.g., TIDE, NACEUN)

What is needed?

- Hand-holding
 - More support needed compared to men entrepreneurs
 - Women entrepreneurs generally take longer to spin off than men entrepreneurs
- Access to Market
 - Limitations on mobility due to social, cultural, familial pressures
 - Lack of confidence
 - Societal outlook towards women entrepreneurs (e.g., a woman electrician gets paid less than a man doing the same work)
 - Readymade market (e.g. SEWA)

What is needed?

- Finance
 - Grant funding can give initial impetus, but commercial finance has to come in at some stage
 - Financial instruments like those of S3IDF can be supportive in accessing commercial finance
 - Banker's perception is based on risk assessment, which in turn is measured on 'conventional' (and therefore gender biased) criteria
 - Bankers' 'technology illiteracy' is a big hurdle
 - Special financial packages can be created (e.g., SEWA's subsidy + low interest loan)
- Enabling policies
 - Policies like Kutumbshree in India, or IDCOL in Bangladesh give a good impetus for scale up/replication for broader impact

Main Points for Wiser Road Map

- Provide support to energy-technology-entrepreneurship sector for gender mainstreaming in projects (advisory role)
 - To carry out SWOT analysis of involving women at different levels
 - To examine project objectives and implementation plans through a gender lens, and make appropriate adjustments
- Need assessment from gender lens, and then involve technology providers to address the specific need – WISER's own 'model' projects
- Provide platform for experience sharing, tools sharing and technology exchange in the region, for replication of 'model' projects (either own or identified in the region)
- Documenting specifically 'financing' success stories in the region