



Gender and Entrepreneurship Together: GET Ahead for Women in Enterprise

I. WHAT IS GET AHEAD FOR WOMEN IN ENTERPRISE?

GET Ahead is a training package for poor women engaged in or wishing to start a small-scale business. It differs from conventional business materials as it highlights entrepreneurial skills from a gender perspective. GET Ahead aims to strengthen the basic business and management skills of trainees. It shows women how to develop entrepreneurial skills and to obtain support through groups, networks and institutions dealing with enterprise development.

II. OBJECTIVE

The GET Ahead package provides practical information about income-generation and enterprise activities. It aims to enable low-income women entrepreneurs and their families to shift from marginal income generation to profitable business development. The package takes account of strategic gender-based issues affecting the rights of women to have equal access to property, financial and business support, and business opportunities.

III. TARGET GROUP

The immediate target group is ILO partner organizations engaged in promoting enterprise development among poor women. The ultimate target beneficiaries for GET Ahead are low-income women who intend to create, or are already running, small-scale businesses.

More than 100 resource persons have been trained using the GET Ahead approach. It is being used in Cambodia, Lao PDR, Viet Nam, China and Mongolia. The materials have also generated demand in Africa, Russia and Central Asia, and in Arab States.

IV. PROGRAMME COMPONENTS

The GET Ahead guide has three parts:

- I. Part one provides an overview of the content and structure of the guide; tips for trainers; and hints for organizing training.
- II. Part two – the major content of the guide – is presented in four separate modules:
 1. Module One – ‘The Basics of Gender and Entrepreneurship’

2. Module Two: 'The Businesswoman and her Environment'
3. Module Three: 'The Business project'
4. Module Four: 'People, Organization and Management'

III. Part three of the guide provides valuable sources of further information. The guide also includes a Marketing Mix board game.

GET Ahead is a priced publication and is available from ILO Publications (pubvente@ilo.org or www.ilo.org/publns) at US \$ 30.00 (ISBN 92-2-115807-1) and in limited edition in CD-ROM format.

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