

RURAL DEVELOPMENT through DECENT WORK

FOR GROWTH, PRODUCTIVE JOBS, INCOME, FOOD SECURITY, GOOD WORKING CONDITIONS, EQUAL OPPORTUNITIES, RIGHTS, VOICE, SUSTAINABLE DEVELOPMENT, CRISIS RESILIENCE



International Labour Office

Rural-Relevant Tools

GET Ahead for Women in Enterprise Training Package and Resource Kit

People



What is GET Ahead?

A training package focusing on:

- Basic enterprise management
- Developing women's confidence
- Creating a 'business mind'
- Helping manage people and risks
- Grasping opportunities in the business environment

Used since the late 1990s, it has been revised in 2008 and a version for youth was published in 2010

For whom?

- **Direct beneficiaries:** Organizations engaged in promoting enterprise development among women in poverty who want to start or are already engaged in small-scale business
- **Ultimate beneficiaries:** Low-income, semi literate, women, men and their families who intend to create, or are already running small-scale businesses

For what purpose?

- Women economic and social empowerment:
 - Provide practical information about income-generation and enterprise activities
 - Enable low-income women entrepreneurs and their families to shift from marginal income generation to profitable business development
 - Take into account strategic gender-based issues affecting the rights of women to have equal access to property, financial and business support, and business opportunities

How is it delivered?

- Training of trainers
- Training of final beneficiaries

Through:

- Non-profit organizations

- Private trainers / organizations
- Business information centres
- Trade unions
- Employers' organizations

What are its components?

Three parts:

- Part one provides an overview of the content and structure of the guide; tips for trainers; and hints for organizing training
- Part two – the core of the guide – is presented in four separate modules:
 - Basics on gender and entrepreneurship: Promotion of equality between men and women; the life cycle of people and enterprises
 - The business woman and her environment: Self-development and business mapping
 - Business project: Business ideas, opportunities and challenges; marketing; production; services and technology; finance
 - People, organization and management: Management of self and others; business support and networking; action planning
- Part three provides valuable sources of further information; and also includes a Marketing Mix board game

Which technical areas are covered?

- Entrepreneurship
- Gender
- Disability (mainstreamed)
- HIV/AIDS

Can it cover more technical areas?

- Yes, for example Green Jobs



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Where has it been used?

In 18 countries: Bangladesh, Cambodia, Costa Rica, El Salvador, Ethiopia, Honduras, Iraq, Kenya, Lao PDR, Lebanon, Nicaragua, Occupied Palestinian Territories, Tajikistan, Tanzania, Uganda, Viet Nam, Yemen, and Zambia (see map)

Which languages?

Available in 13 languages: Arabic, Bemba, Chinese, English, French, Khmer, Kiswahili, Kurdish, Laotian, Myanma, Portuguese, Russian, Spanish, Thai, and Vietnamese

Is it suitable for rural areas?

Yes



What are its strengths?

- Accessible to low income people and those with low levels of formal education
- Participatory approach
- User-friendly and accessible
- Interactive activities such as role play, game board, and field visits
- Combines gender equality and enterprise elements that are useful for women's economic empowerment
- There exists a version adapted for youth
- Combines with other ILO tools: *Value chain analysis* and *business group formation guide* and other ILO cooperative development tools
- Builds on elements of ILO's *Start and Improve Your Business* (SIYB)
- Could be linked with ILO's *Training for the Management of Cooperatives* (MATCOM)



- It has been used by the United Nations Development Programme in Libya, the United Nations Relief and Works Agency in Gaza, the United Nations High Commissioner for Refugees Bangladesh, and the United Nations Human Security Fund

Is there a training course in ITC-Turin?

Yes, it is part of the "Sustainable Enterprise Academy":
<http://enterpriseacademy.itcilo.org/en/home>

There is also an on-going collaboration with ITC-Turin to jointly promote Get Ahead in 2011

Where to find more information?

- Women Entrepreneurship Development programme:
<http://www.ilo.org/wed>
- Get Ahead document:
http://www.ilo.org/empent/Whatwedo/Publications/lang--en/docName--WCMS_116100/index.htm

Who to contact?

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