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# EMPOWERING WOMEN IN BUSINESS

OVERVIEW OF CAPACITY BUILDING TRAINING SESSIONS  
FOR “WOMEN ENTREPRENEURSHIP”

**USAID GOVERNING FOR GROWTH (G4G) IN GEORGIA**

28 September 2015

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USAID GOVERNING FOR GROWTH (G4G) IN GEORGIA

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# DATA

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**Project Component:** Private Sector and Civil Society Organizations Strengthening Component

**Practice Area:** Women Empowerment

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## ABSTRACT

The provided report overviews the business training conducted by the Association of Young Economists of Georgia for women entrepreneurs, within the scope of the grant “Empowering Women in Business” # 2015-004 within the G4G project.

The training participants were preliminary selected women entrepreneurs and start-ups, who were evaluated according to set criteria.

The aim of the project is women’s economic and social empowerment.

The overall objective is to empower women living in Tbilisi and the rural areas; to enhance women’s effective engagement in the decision-making process through advocating their relevant need based reforms on the municipal level.

The business trainers have conducted the business development training for women entrepreneurs representing small businesses and start-ups in the sectors of agriculture, trade, small processing and service.

## ACRONYMS

G4G	Governing for Growth in Georgia
USAID	United States Agency for International Development
AYEG	Association of Young Economists of Georgia

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# 1. EXECUTIVE SUMMARY

The aim of the project is women's economic and social empowerment.

The overall objective is to empower women living in Tbilisi and the rural areas; to enhance women's effective engagement in the decision-making process through advocating their relevant need-based reforms on the municipal level.

The specific objectives of the project:

1. The economic empowerment of women living in rural areas, through raising entrepreneurial skills and knowledge;
2. To enhance women's engagement in the decision-making process and advocating their needs on the municipal level.

The above mentioned results are being achieved through implementing the planned milestones.

For the reporting period from 14/08/2015 to 21/09/2015 the AYES project staff has planned and implemented the following activities:

## **Milestone 2: Conducting the capacity building trainings sessions in Women Entrepreneurship:**

The business trainers have conducted business development training for women entrepreneurs representing small businesses and start-ups in the sectors of agriculture, trade, small processing, and service.

The trainers have adapted existing training materials "Women in Business" to the targeted group needs and requirements.

The training course "Women Entrepreneurship" aimed to develop women-owned businesses, in order to plan efficient and profitable activities and to achieve preliminary set goals.

The training sessions included the following modules:

- Module 1: The spirit of entrepreneurship
- Module 2: Business registration and legal forms of business
- Module 3: Business plan
- Module 4: Management
- Module 5: Risk management
- Module 6: Marketing
- Module 7: Information analysis and information system
- Module 8: Taxes and payment rules
- Module 9: Financial reporting and accounting
- Module 10: The primary financial documents
- Module 11: Fundraising

The four-day business training was conducted in Tbilisi for a group of 19 participants (one participant could not join the training at the last moment) from Tbilisi and the regions.

Apart from the theoretical knowledge, the participants participated in group works and business simulations, which provided the participants with the practical experience of making decisions and dealing with the consequences of those decisions in a safe environment. Business simulation was highly interactive and was well prized by the participants. All three

groups dealt with the given tasks with a great success. The training participants populated in the business plan templates in groups and presented the results to the trainers and other participants. This practical exercise will help them to apply for the financial support from the state or international donors.

The participants have also completed the pre- and post-tests which demonstrated on average 34% of knowledge increase among the participants.

## 2. BACKGROUND

During the previous reporting period (from 29/05/2015 to 14/08/2015), the project staff have implemented the 1st milestone - Selecting the training participants.

### **AYEG has developed participant's application form and the selection criteria.**

AYEG project manager together with the mobilization specialist and trainers have drafted the application form, which together with the general information included the following: motivation of the applicant, topics of interests for training, applicant's experience in entrepreneurship, and business idea.

AYEG project staff has also developed the selection criteria which were agreed by G4G.

### **Outreach campaign has been conducted**

The mobilization specialist together with the project manager have conducted six outreach meetings in the municipalities: Telavi, Mtskheta, Tserovani, Gori, Khashuri, Kareli, and one meeting in Tbilisi. The meetings were conducted either in the Municipality buildings, or in the Centers of Civic Engagement established by USAID. The mobilization specialist and project manager have invited at the outreach meetings the women entrepreneurs and those women who wanted to start a business.

### **20 participants were selected**

The 90 received applications were registered in the AYEG data-base and were evaluated by the preliminary set criteria together with G4G. In total, the best 20 applications were selected. The quotas were divided as follows: 10 participants were from Tbilisi, the rest 10 from the regions.

### 3. METHODOLOGY

The training sessions were designed and conducted according to AYES established internal standards.

AYEG has set internal standards for planning and implementing the need based trainings that ensure the high quality of deliverable. AYES trainings are conducted using the integrated learning methodology, which implies experiential learning by doing.

The integrated learning methodology provides the opportunity to the participants to be engaged in the learning process more actively, think critically and analyze the concrete examples and learning by doing. This means that after each theoretical class, participants experience the new material through exercises, group works or simulation games.

The training curriculum was designed specifically for the women entrepreneurs (selected participants), considering their specific needs and requirements.

Participant's workbook included individual exercises and cases studies, as well as forms and templates useful for the entrepreneurs.

It is significant to underline that AYES trainers designed the training materials using the simple language to make it easier for the participants to understanding the new material.

## 4. FINDINGS

At the beginning and the end of the training sessions the participants filled the pre- and post-tests. The aim of the pre- and post-tests was to assess the knowledge increase of the participants. The participants have also filled in the training evaluation forms.

The pre- and post-tests consisted of 20 questions and were scored by 20. The average evaluation of the participants' knowledge change through the training was good and increased by 34% on average.

The participants through the training evaluation forms have rated the training, materials, trainers and the most interesting and useful topics.

The training evaluation forms were entered into the data-base and analyzed.

	<b>General evaluation of the training</b>		<b>%</b>
1	Best	8	42%
2	Very good	9	47%
3	Good	2	11%
4	Satisfactory	0	
5	Bad	0	

The absolute majority (17 participants) considered the delivered training as the best and of a very good quality.

13 trainees thought that the modules discussed at the training would be very useful for their future business activities.

The participants have also evaluated the training materials and practical exercises from 1 to 5 as the highest score.

<b>Training materials</b>	1. Was clear	2. Relevant to the training	3. Useful for my business
Average score (5 - the highest score)	<b>4,84</b>	<b>4,84</b>	<b>4,63</b>
<b>Practical Exercises</b>	1. Was interesting	2. Relevant to the theoretical issues	3. Active and amusing
Average score (5 - the highest score)	<b>4,95</b>	<b>4,89</b>	<b>4,89</b>

All of the participants considered that their business skills have increased as a result of this training.

The trainees have also prioritized the 3 most interesting and useful training modules: priority I - Module 3: Business Plan; priority II - Module 8: Taxes and tax payment; priority III - Module 9: Finances and Accounting.

The trainers were also evaluated by the participants and each of the trainers received on average 4.7 points out of 5.

## 5. RECOMMENDATIONS

Although the training participants learned a lot during this four-day training, still some topics such as taxation needed more in-depth and detailed discussion. As is envisioned by the scope of this grant, the trainings will be followed by the mentoring and individual consulting for better understanding those topics.

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