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Be the change



Lessons Learnt from Indonesia

Manila

M-women Working Group

November, 2013



Key Barriers for Women Entrepreneurs

Access to digital channels
Access to affordable resources such as raw materials and labour
Access to new and existing marketplaces
Access to ability to utilise relevant market data to inform business decisions
Access to adequate marketing channels
Access to ability to utilise business tools to improve current processes
Access to functional training and mentorship
Access to ability to network with other entrepreneurs

http://www.cherieblairfoundation.org/wp-content/uploads/2012/07/Mobile-Value-Added-Services-digital-report.pdf

Usaha Wanita







Usaha Wanita is a service to improve access of the women entrepreneurs to better access to source of information including market information, access to financial services (can be MFIs or other 'formal' financial institution) and access to soft skill training and capacity building programmes to improve their current business process.

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The Agri-Fin Mobile Concept

Agri-Fin Mobile



The Agri-Fin Mobile Program facilitates sustainable shared business models between app providers and banks reaching small holder farmers through development, integration and implementation processes to provide a win/win/win of access to market, technical and financial services.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development and Cooperation SDC

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Collaboration required to succeed.



Data tracking is required to prove business case for targeting women.



Ikuti LANGKAH MUDAH DAN SEDERHANA
Mendapatkan Manfaat LISA

lisa.co.id

1 Daftar **GRATIS**

Kirim ke 9639
REG LISA [NAMA TANAMAN]



2 Dapatkan tips setiap hari beserta pertanyaan dan jawaban terbaik di daerah Anda berada



3 **Bertanya** kepada para pakar di LISA

Kirim ke 9639
LISA TANYA [PERTANYAAN]



4 **Dan terjawab dengan cepat oleh para pakar!**



5 **Dan lanjutkan percakapan berdua dengan membalas LISA KOMEN Kxx**



6 **Ingin berhenti berlangganan? Mudah. Kirim ke 9639 UNREG LISA**



Leverage female networks.





Services need to be relevant and easily accessible.


Make it simple from the start.
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Ignoring gender exacerbates inequality.



Expect anything, you cannot plan for every contingency.





What can we do?

- Improve data
- Share best practices
- Understand the role gender plays
- Leverage mobile to open opportunities
- Listen and design for needs

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Questions?

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