

WINCUBATE

by Her&Now

The incubation ecosystem is evolving, with many incubators now including a gender lens in their scouting and investing practices. However, a gender lens does not simply mean adding more women-led enterprises in the portfolio. It also means providing a gender-focused framework that addresses critical gaps in the business support being provided to women entrepreneurs, enabling them to truly thrive. Given that a lot of incubation programmes follow a 'one size fits all' approach, there is tremendous scope to tailor such programs to suit the specific needs of women-led businesses better.

Having successfully piloted and followed this gender-sensitive entrepreneurship support curricula, GIZ's Project Her&Now, in collaboration with Dhriiti – The Courage Within, is now sharing these best practices with the entire entrepreneurship ecosystem through the WINcubate Training Programme. A training that would equip incubators in adopting a gender-focused approach to incubation support.

Introducing WINcubate

The WINcubate Training adds value to conventional incubator trainings by covering three interwoven content themes of gender, business and entrepreneurship to holistically support incubators to design a gender-sensitive incubation programme.

The WINcubate Trainings offers incubators the space and platform to prompt new thinking about the design and implementation of their incubation programmes from a gender perspective.

The WINcubate Training are divided in two parts:

Level 1 - Foundation Training

- How to Initiate Women Centric Incubation Programmes
- Elements of Successful Women Centric Incubation Programmes

Level 2 - Advanced Training

- Designing a Women Centric Incubation Programme
- Marketing a Women Centric Incubation Programme
- Building the Right Cohort
- Incubation
- Making Women Entrepreneurs Funding Ready
- Designing a Mentoring Programme
- Managing a Women Centric Incubation Programme



Online and
Offline Ssession



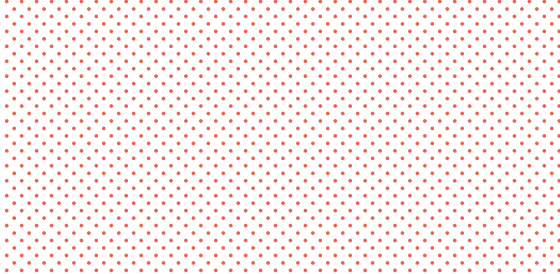
Modules for different
teams of the incubator



Exercises and tasks to
strengthen understanding



Tools for
direct application



Winning with WINcubate

WINcubate is open to all incubators with an intent to invest in women-centric incubation programmes and make the shift from a general incubator to a gender-sensitive incubator.

Incubators can use this training to:

- Reflect on possible gaps in the current understanding of women entrepreneurship and get exposed to new concepts of gender-sensitive approaches to entrepreneurship promotion.
- Measure and integrate gender considerations into the design and pedagogy of existing incubation programmes so women entrepreneurs can equally access and benefit from more effective business support.
- Build an inclusive and diverse portfolio that improves the incubator's ability to attract the best entrepreneurs.
- Understand best practices in gender-focused approaches to incubation and monitoring, enabling them to meet their business and social impact outcomes efficiently.



To know more about the WINcubate Training contact us at herandnow@giz.de

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), to promote aspiring and existing women entrepreneurs in India. Under the name of 'Her&Now', the project supports the Indian Ministry of Skill Development and Entrepreneurship (MoSDE) in improving the overall framework conditions for women-led businesses through implementation of incubation and acceleration support programmes for women entrepreneurs. The project also includes a media campaign to tell the stories of successful women entrepreneurs and to foster a positive mindset change in society. To know more about the project visit www.herandnow.in

Dhriiti - The Courage Within, founded in 2004, is a non-profit organisation working for the promotion of entrepreneurship across the country. With a vision to create financial, social, and ecologically (FSE) impactful entrepreneurs and enterprises and generate sustainable livelihoods, Dhriiti works with women, youth, children, and communities in economic crisis across 27 states in India to equip people from diverse socio-economic backgrounds with a strong focus on women entrepreneurship. Dhriiti continues to deliver the service of incubating women entrepreneurs through different projects like Her&Now, Ekta, YouStart NE, Project Pragati, WeCan, and Beautypreneur.



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