

Project: Promoting Women and Girls' Empowerment through Enhancing Protection and Economic Resilience of Rohingya Women's

Supported by:
UNWOMEN

Implemented by:
ActionAid Bangladesh

Project duration: December 2019 to August 2025

Working Camps- 4, 4
Extension, 5 & 18



Our Efforts to create Women Entrepreneurship

Identifying Needs and Opportunities

- Needs Assessment: Conduct surveys, focus groups, and community discussions to identify needs.
- Skills Analysis: Assess potential for micro-enterprises, such as tailoring, handicrafts, and food production.
- Community Engagement: Ensure the involvement and opinions of families and communities.

Capacity Building and Skill Development Training

- Entrepreneurship Training: Offer programs on managing small businesses, accounting, procurement, customer relations, Accelerated Adult Learning Training (AAL) and marketing strategies.
- Technical Skills Training: Provide pre-vocational skills in sewing, handicrafts, cooking, or other relevant trades.
- Leadership Development: Facilitate training on decision-making and confidence-building to empower women entrepreneurs.

Cont.....

Access to Resources and Support

- Financial and grants Support: Provide grants to help women start their businesses post-training.
- Resource Facilitation: Ensure access to tools, equipment, and raw materials essential for business operations.
- Networking Opportunities: Connect women with community networks, cooperatives, and local markets for product sales.

Creating an Enabling Environment

- Community Collaboration: Work with local leaders, community groups, Bazar Committee and religious institutions to shift societal attitudes towards women in entrepreneurship.
- Awareness Campaigns: Organize initiatives to promote the significance of women's economic empowerment within the camp.
- Supportive Spaces: Establish safe environments for women entrepreneurs to share challenges and seek assistance (Child play conner, Breast-feeding conner, Psychosocial support, Wash facilities etc)

Cont.....

Marketing and Networking

- Community Fairs: Organize events where women can sell their products and promote their businesses.
- Market Access: Arrange for women's products to be sold in various markets, including Dhaka.
- Refuge Craft: Preparing a collection of Rohingya Women's Creations.

Monitoring and Evaluation

- Progress Tracking: Implement a system for monitoring business performance, including income, expenses, and growth.
- Follow-Up Coaching: Provide ongoing support to address operational challenges.
- Impact Assessment: Evaluate the influence of women entrepreneurship on financial independence.
- Attendance Monitoring: Ensure consistent attendance of women entrepreneurs in programs.
- Demand Preparation: Encourage entrepreneurs to prepare demand sheets for their products.



Thanks