

# SOUTH ASIA POLICY DIALOGUE ON WOMEN'S ENTREPRENEURSHIP

27<sup>th</sup> November 2013, New Delhi, India

*Greetings*

*from*

*Cwei !*

Sustainable Economic  
Empowerment of women and  
their families through enterprise  
development, including  
facilitating their access to  
financial resources and credits

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# cwei

Consortium of Women Entrepreneurs  
of India

... IS A REGISTERED NONPROFIT ORGANIZATION  
WORKING FOR THE SUSTAINABLE ECONOMIC  
EMPOWERMENT OF WOMEN AND THEIR FAMILIES  
THROUGH INCOME GENERATING ACTIVITIES AND  
ENTREPRENEURSHIP DEVELOPMENT.

## OUR MISSION IS

TO MOTIVATE THE NEW GENERATION & WOMEN TO OPT  
FOR ENTREPRENEURSHIP AS A CHALLENGING CAREER - THE  
ONLY ANSWER TO UNEMPLOYMENT

Cwei consists of over 6000 SHG's, Artisans and Individual Entrepreneurs; 500 members in the North East Region; 150 NGO's & Institutions; besides International Members in 40 countries, who collectively support and benefit from our activities.



## MANTRA

INTEGRATED MARKETING LINKED WITH  
PRODUCT DEVELOPMENT & DESIGNING

Cwei acts as a springboard for Entrepreneurship, facilitating technology transfer, improving access to natural resources, product and design development, and exploring marketing linkages through various haats, buyer seller meets, exhibitions and fairs in India and abroad.



CWEI HAS EMERGED AS A STRONG, VIABLE AND VIBRANT ORGANIZATION OVER THE YEARS AS A FORCE TO RECKON  
WITH FOR TOTAL EMPOWERMENT OF WOMEN, INTEGRATING THEM INTO THE NATIONAL MAINSTREAM

# INTRODUCTION

- CWEI was registered in 1996 as a civil society, non-profit organization, technical organization with a mandate to work in the sub-continent.
- CWEI is accredited to Govt. of India and the UN. **Knowledge Partner to the State Govts.** to support **families** for the sustainable enterprise units, increase their income levels and increase employment potential.
- Networking program for forward and backward linkages with 42 countries worldwide.

*“mantra”* .....

.....Integrated Marketing linked with Product  
Development, Designing & Technology –  
Targeting the emerging trends

# Innovative Social Marketing

- ▣ Organize Buyer - Seller Meet and Trade shows at regional, national and international level to help in strengthening marketing linkages
- ▣ Virtual networking - initiating WEB PORTAL, develop data bank, plan global forecast & organize virtual exhibitions to provide the forward linkage.
- ▣ The micro enterprises have been assisted in marketing their produce under a common brand name “MOHA” Backward and forward linkages between producers and buyers, small and large-scale companies



# MOHA

MOHA, gallery at Rajiv Gandhi Handicrafts Bhawan, Baba Kharag Singh Marg, Connaught Place, New Delhi, India is the marketing and Design centre is an initiative to showcase product development and design, build alliances and network for trade, project and services with other women entrepreneurs globally.

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_6118](https://www.yunbaogao.cn/report/index/report?reportId=5_6118)

