



COMMONWEALTH *of* LEARNING



Empowering Entrepreneurs: What opportunities? What enterprise?

Asha Kanwar

K. Balasubramanian

Commonwealth of Learning (COL)



Council for Education in the Commonwealth

Gladwyn Lecture 2013



Council for Education in the Commonwealth

House of Commons - House of Lords

Lord Gladwyn (1900-1996)

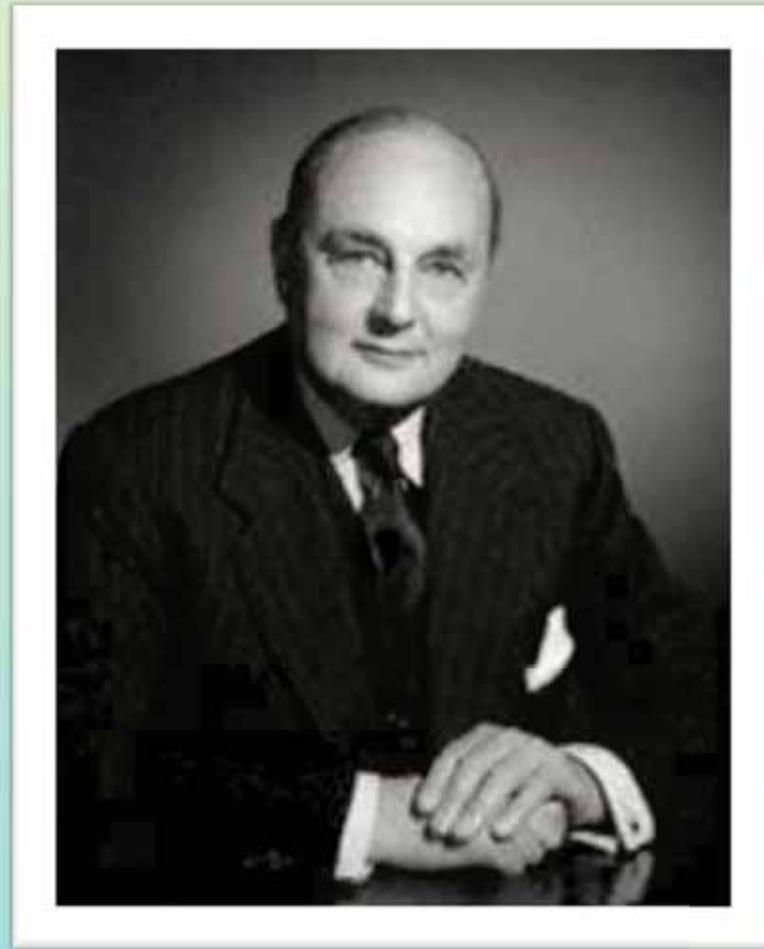


Photo: http://id.wikipedia.org/wiki/Gladwyn_Jebb



CW Charter being signed by Queen, 2013



Photo: Commonwealth Secretariat



Opportunity through Enterprise 2013 CW theme



Opportunity through Enterprise
Unlocking potential with innovation and excellence
The Commonwealth theme for 2013
Commonwealth Day is Monday, 11 March 2013

 The Commonwealth

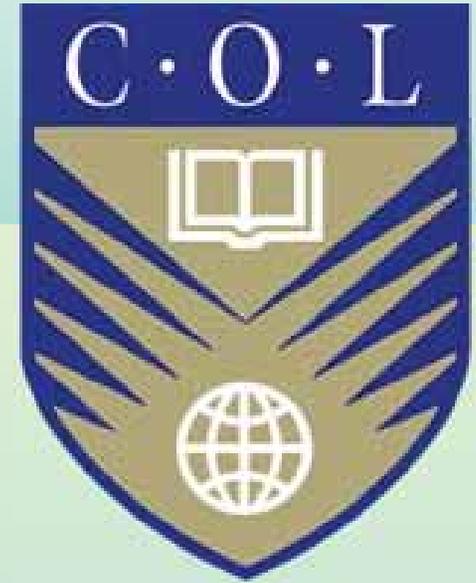
facebook.com/commonwealthsec
#CWTheme
thecommonwealth.org

COL Vision

Access to Learning is the
Key to Development

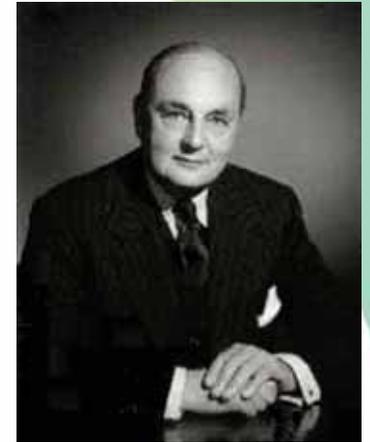
Created by the Heads of
Commonwealth at CHOGM 1987

Intergovernmental Organization



1987 Commonwealth Heads of
Government Meeting (CHOGM),
Vancouver, Canada





- *'...room for a cross-fertilisation of ideas and for the elimination of what might be called inward-looking and provincial tendencies'*
- *'...contribution to national research of the postgraduate overseas students'*

Lord Gladwyn, 1967



COMMONWEALTH *of* LEARNING

WHAT IS IT FOR?

To help Commonwealth governments and institutions use various technologies to improve and expand learning for development



UN Millennium Development Goals

Keep the promise
Millennium Development Goals



Education for All (The Dakar Goals)



Peace
Democracy
Equality
Good governance



COL Programme

Education

- Open schooling
- Teacher Education
- Higher Education
- VUSSC

Livelihoods & Health

- TVSD
- Learning for Farmers
- Healthy Communities

Gender

eLearning

models

policy

capacity

materials

partnerships

ODL & ICT can help

- Accelerate progress towards achieving MDGs & EFA Goals
- Enhance access and equity by reducing costs
- Reach the unreached

EDUCATION FOR ALL
(THE DAKAR GOALS)



WE CAN
END POVERTY
2015 MILLENNIUM
DEVELOPMENT
GOALS



Empowering Entrepreneurs: What opportunities? What enterprise?



Professor Asha Kanwar



Dr. K. Balasubramanian

Plan

- The context
- Approaches to entrepreneurship
- Lifelong Learning for Farmers (L3F)
- What opportunities?
What enterprise?



THE CONTEXT





' the fact that there are still 1.2 billion people in extreme poverty is a stain on our collective conscience.... This figure should serve as a rallying cry to the international community to take the fight against poverty to the next level'

Jim Yong Kim, President World Bank, 2013

Poverty has a female face...





Why empowering women is important

'It is impossible to realise our goals while discriminating against half the human race'

Kofi Annan (2006)

APPROACHES TO ENTREPRENEURSHIP



Conventional approaches

- Formal training for entrepreneurs
- The rise of Business Schools
- Reach the educated and the literate



**The Indian School of
Business,
Hyderabad, India**



**MIT Sloan School of
Management,
Cambridge, USA**



**Lagos Business School Lagos,
Nigeria**



- How can we reach the illiterate and semi-literate?
- Need for a paradigm shift in HRD?



Entrepreneurship & the bottom of the pyramid



Entrepreneurship for survival

How can we make the transition from mere survival to growth and development?



Entrepreneurship for the poor

- Governments stress need to strengthen education & training
- Agricultural extension
- Technical & vocational education



Trying to reach too many with too little

- Extension borrowed didactic educational framework from the University System
- Jug & Mug approach
- Declining investment by governments & stakeholders.
- Extension officer-Farmers ratio
Ranging from 1:2,000 to 1:20,000

Addressing the
individual rather
than the community



Alternative approach: Horizontal Learning



- Involves stakeholders
- Explores options
- Shares insights
- Reaches consensus
- Applies the ideas to improve Livelihoods

The power of the community

' We can show each other how to make different designs of baskets....When we are together we help older women whose eyesight is not good to identify colours....If someone makes a mistake, it can be corrected and if new designs are needed we can learn them when we meet'.



Social capital

'networks together with shared norms, values and understandings that facilitate cooperation within or among groups'

OECD (2001:41)

Social Learning Capital

Social Capital

cooperation; risk sharing stimulates economic growth & social development

Social Learning Capital (Baker, 2006)

Social connections, networks & relationships to promote knowledge

Social Capital and Social Learning Capital as Collateral



Social Capital Influences Women's Entrepreneurship

- *'One year before starting my business, I started going to women entrepreneurs' networks...and consciously meeting other women in business. ...I got my first investor, first supplier of raw material and first customer through my contacts I made during that year.'*

Aasiya, entrepreneur, Karachi,
quoted by MA Roomi, 2013

LIFELONG LEARNING FOR FARMERS (L3F)



Lifelong Learning for Farmers (L3F)



**Mobilise & Organise
Farmers**



**Link them with the
banks for credit**

L3F



Credit

Market



ICTs

Knowledge Institutions



COL's Lifelong Learning for Farmers (L3F)

- **Capacity building** helps the community to manage its knowledge.
- **Social capital** is a precondition for lifelong learning.
- **Community** is not a passive consumer of information but an **active partner** in knowledge management

Empowerment for the disempowered, Kabeer



70,000 women in L3F

Kenya



India



Sri Lanka



Mauritius



Uganda



Seychelles



Ghana



Tanzania



World Bank on L3F

The use of ICTs such as mobile phones for learning influenced development outcomes because the learning experience was tailored to women's cognitive social capital and reinforced by links with commercial banks .

ICT for Agriculture Source Book,
World Bank, 2011



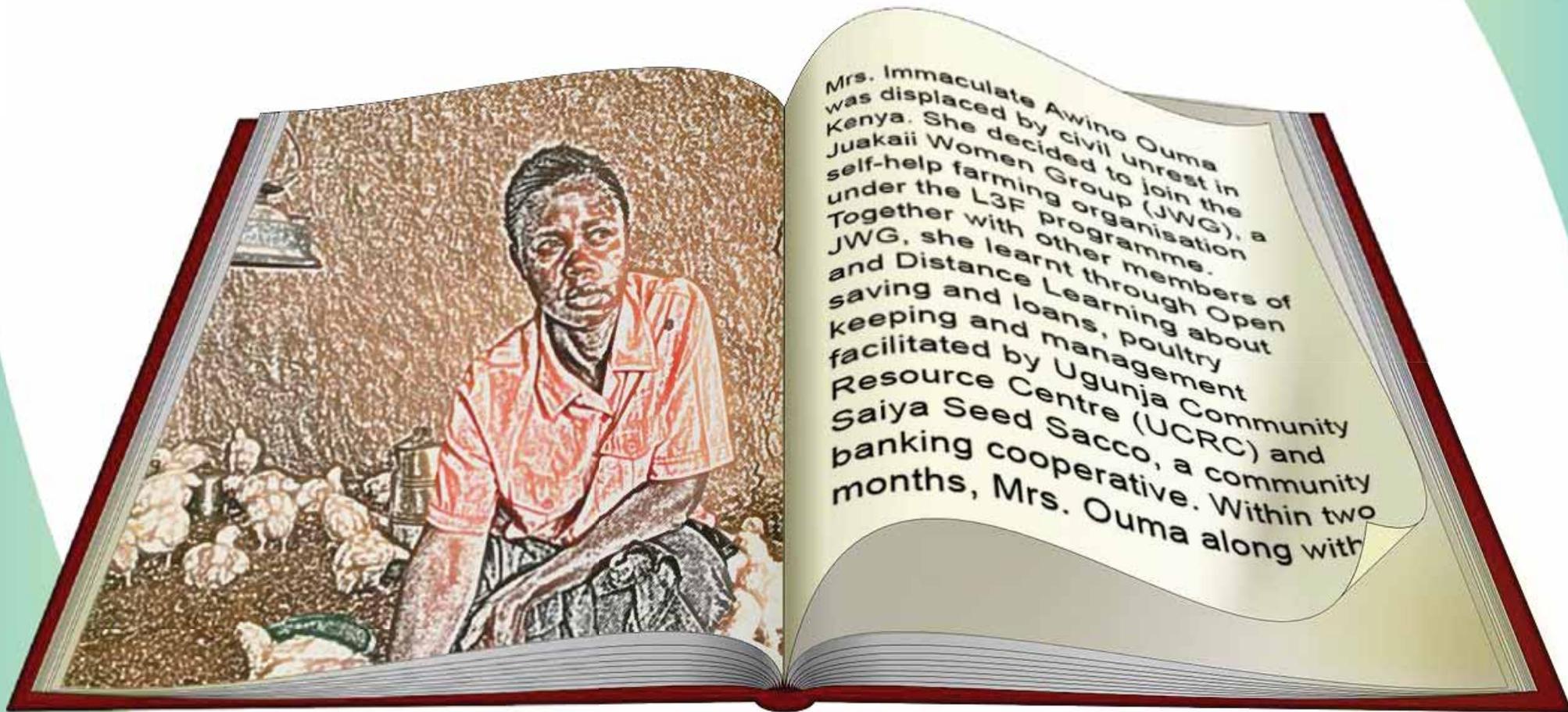
Anita Kumbhar, India



Anita and Community Learning



Immaculate Awino Ouma, Kenya



From displaced person to entrepreneur

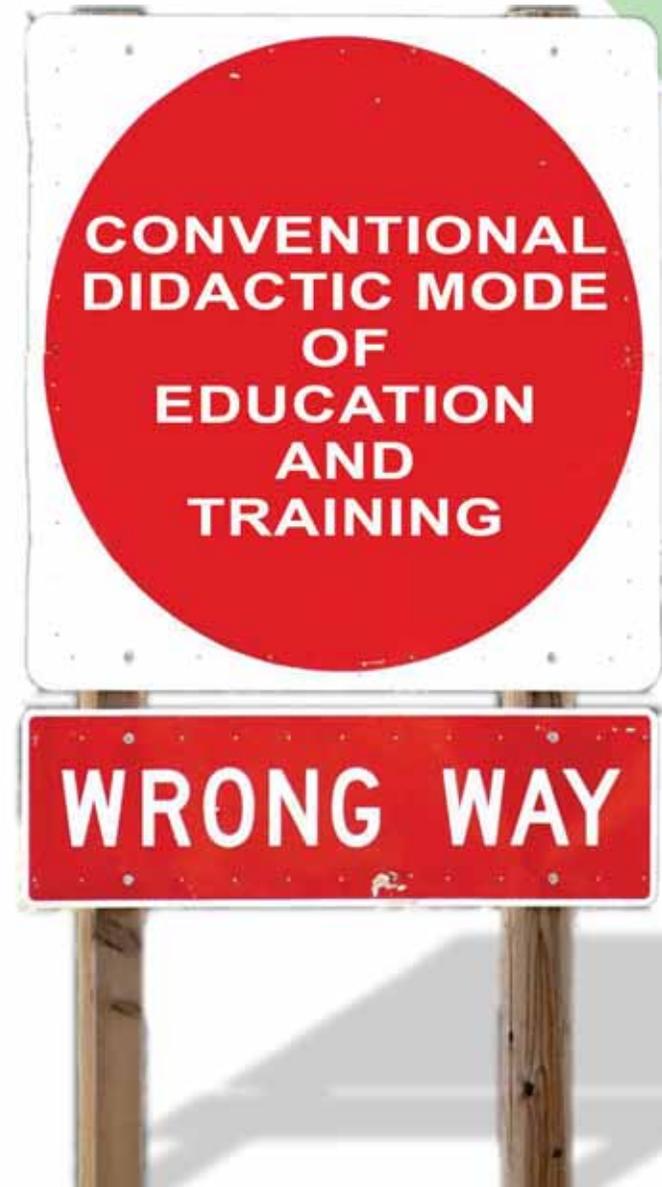


WHAT OPPORTUNITIES? WHAT ENTERPRISE?



Conventional Didactic Mode of education and training

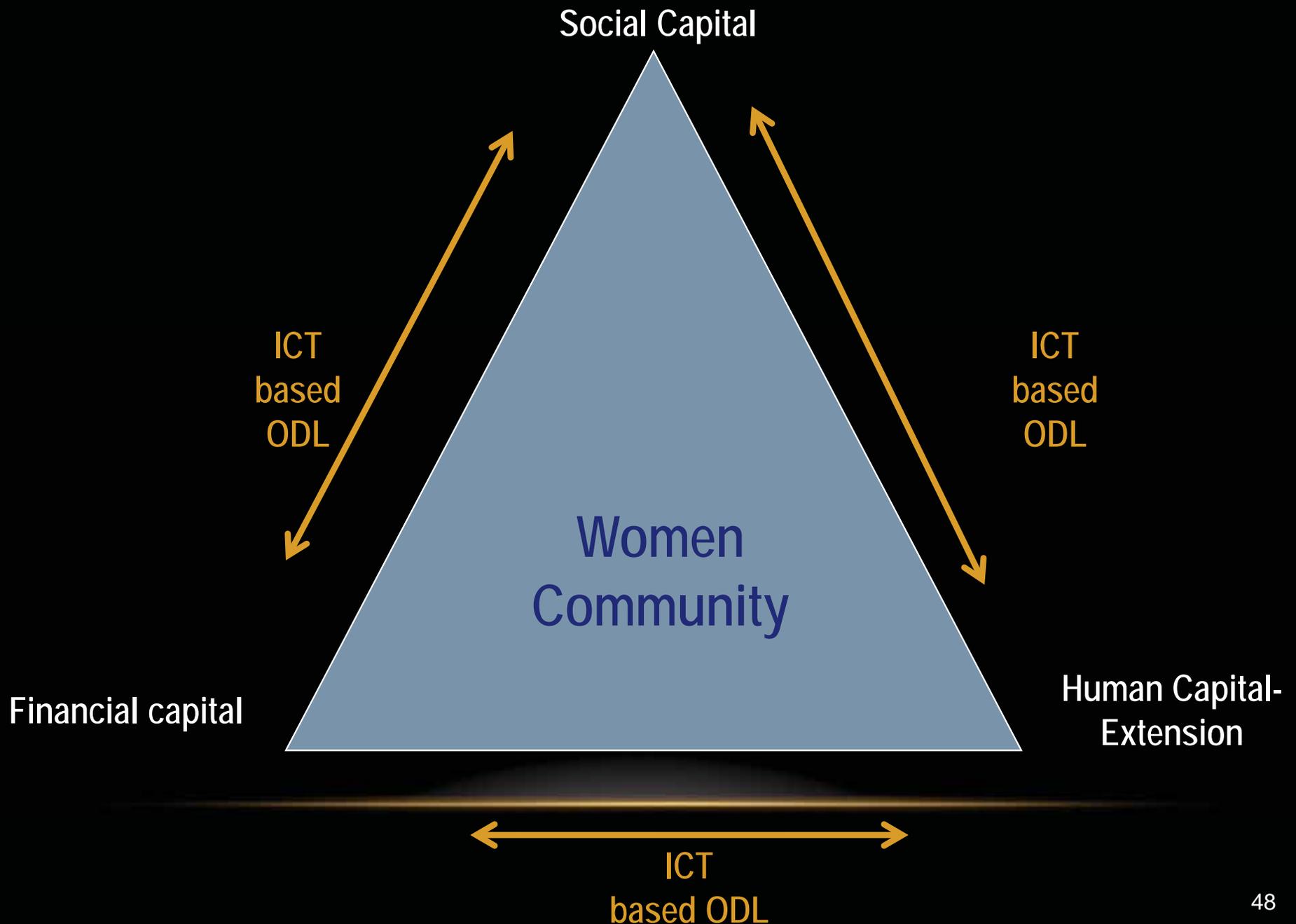
- Inadequate



Paradigm Shift in Human Resources Development

- Strengthen and promote self-directed learning among rural communities
- From didactic education model of trainer-trainee to facilitating self-directed learning

Holistic Approach Leads to Enterprise

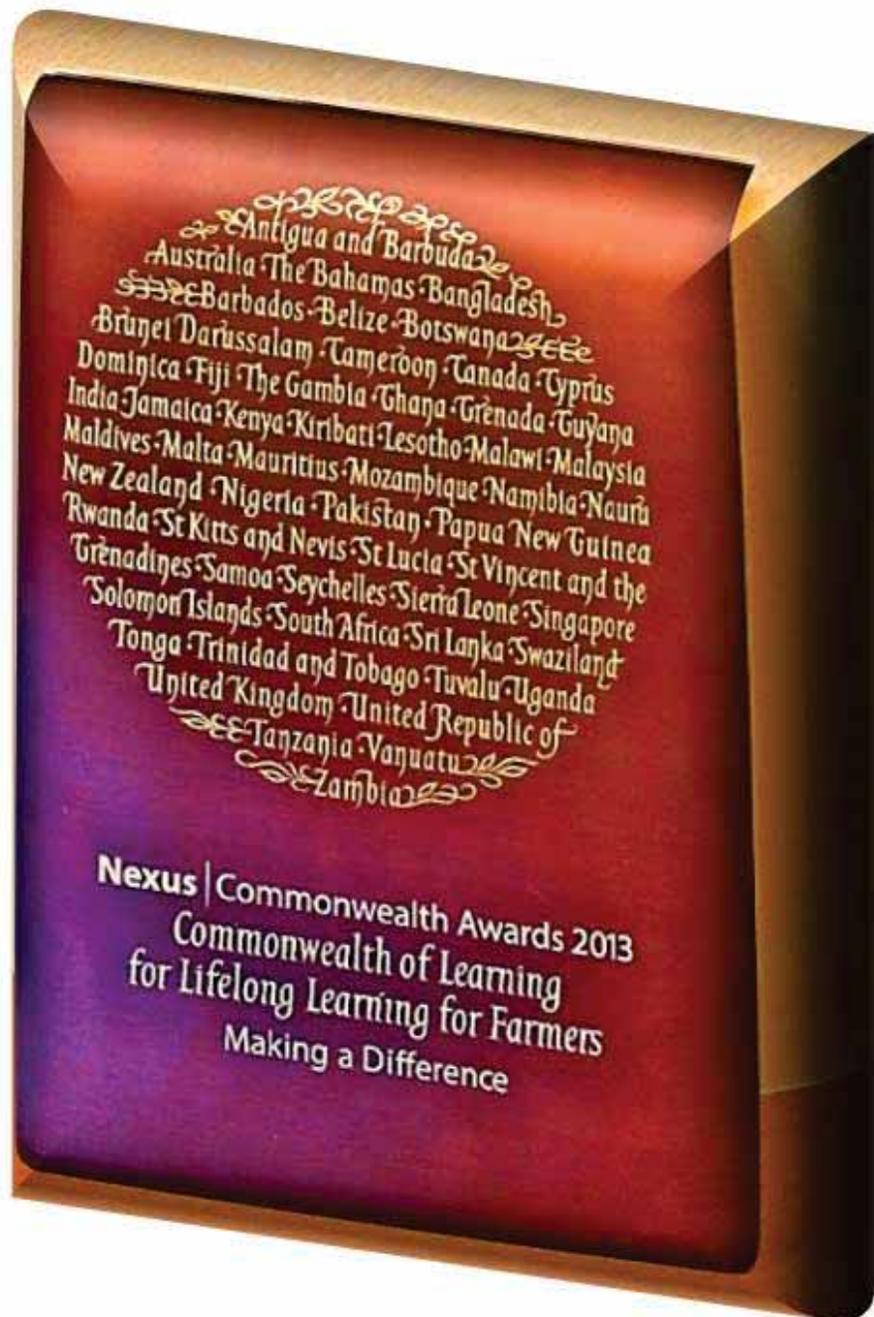


The Impact : L3F in India

- Return on Investment: 1: 14.25 to the community.
- Banks earned 8 times more income from L3F women borrowers for livestock compared to non L3F borrowers in the same region.
- Cost of training per person per day in agriculture in L3F was 6 times less than that of the bank
 - (forthcoming Monograph of NIBM, 2013)

The Impact : L3F in Kenya & Uganda





Nexus Commonwealth
Awards 2013
for
Making a Difference

Empowering entrepreneurs

- Use ICT and ODL to lower costs
- Build on social capital
- Facilitation rather than teaching
- Link them and they will identify the opportunity and the enterprise will follow

Empowering entrepreneurs

From graduate business
school to grassroots
approach



Thank you
www.col.org