

GRANT PROPOSAL

Digital Literacy for Rural Women Entrepreneurs

A 12-month programme to train 600 women in self-help groups to use smartphones for business

PREPARED FOR
CSR Committee, Your Partner Company

PREPARED BY
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DATE
April 2026

Contents

01 Executive Summary	2
02 Background and Need	3
03 Goals and Objectives	3
04 Approach and Activities	3
Baseline survey	3
Trainer development	3
Village sessions	3
Market linkage	3
Follow-up	3
Deliverables	4
05 Timeline	4
06 Team and Governance	4
07 Budget	4
08 Monitoring and Evaluation	5
09 Risks and Mitigation	5
10 Sustainability	5
11 About Sahyog Foundation	6
12 Conclusion	6
13 Annexure: Contact Details	6

01 Executive Summary

Women running small enterprises in self-help groups often cannot use digital payments, online marketplaces or government portals, which limits their income. Sahyog Foundation seeks a grant to train 600 women across 20 villages in practical digital skills – payments, record keeping, online selling and safety – through community trainers and hands-on practice.

600

Women trained

20

Villages

12 months

Duration

02 Background and Need

Many self-help group members own or share a smartphone but use it mainly for calls. Lack of confidence and language barriers keep them away from digital tools that could expand their business.

Our baseline visits (sample findings) showed that fewer than one in five members had made a digital payment on their own.

- Limited confidence with smartphones
 - Fear of online fraud
 - Few trainers who speak the local language
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03 Goals and Objectives

Enable women entrepreneurs to use digital tools confidently and safely to grow their businesses.

1. Train 600 women in digital payments, record keeping and online selling.
 2. Develop 20 local women as community digital trainers.
 3. Help at least 200 participants list products on an online platform.
 4. Promote safe online practices and fraud awareness.
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04 Approach and Activities

Baseline survey

Assess skills, device access and business needs in each village.

Trainer development

Train 20 community trainers through a 10-day programme.

Village sessions

Twelve weekly sessions per batch with practice tasks in the local language.

Market linkage

Support product photography, listing and order handling.

Follow-up

Monthly help desks and refresher sessions.

Deliverables

Deliverable	Description	Due
Baseline report	Skills and needs assessment	Month 2
Training toolkit	Modules, videos, practice cards	Month 3
Trained participants	600 women	Month 11
Endline report	Outcomes and learning	Month 12

05 Timeline

The work plan below shows the main activities and their indicative timing.

Activity	Q1	Q2	Q3	Q4
Baseline and toolkit	■			
Trainer development	■	■		
Village sessions		■	■	■
Market linkage			■	■
Evaluation				■

06 Team and Governance

Name	Role	Responsibility
Rekha Iyer	Programme director	Overall delivery
Field coordinators (2)	Coordination	Village planning and monitoring
Community trainers (20)	Trainers	Sessions and follow-up
M&E officer	Evaluation	Data and reporting

The foundation's board will review quarterly progress; the donor will receive quarterly narrative and financial reports.

07 Budget

All amounts are estimates in Indian rupees and are provided as sample figures for planning.

Head	Details	Amount (₹)
Personnel	Director (part), coordinators, M&E	1,450,000
Trainer stipends	20 trainers × 12 months	720,000
Training material	Toolkits and videos	180,000
Devices for practice	40 shared smartphones	320,000
Travel	Field visits	260,000
Admin and audit	Overheads (7%)	205,000
Total		3,135,000

08 Monitoring and Evaluation

Indicator	Target	How measured
Women trained	600	Attendance records
Digital payment use	70% of trained women	Endline survey
Online listings	200 enterprises	Platform records
Fraud awareness	90% can identify common scams	Post-training quiz

09 Risks and Mitigation

Risk	Likelihood	Mitigation
Low attendance during harvest	High	Flexible timing and shorter sessions
Device sharing within families	Medium	Shared practice phones at centres
Connectivity	Medium	Offline content and data packs

10 Sustainability

Community trainers will continue to offer paid help-desk services after the project, and the toolkit will be shared openly with other organisations.

11 About Sahyog Foundation

Sahyog Foundation is a registered non-profit working on livelihoods and women's empowerment in rural areas. (Replace with your organisation's registration details, track record and audited financials.)

12 Conclusion

With your support, 600 women will gain skills that directly increase their income and independence.

Next step

Consider a grant of ₹31.35 lakh for the 12-month programme; we would be glad to present the plan in person.

Rekha Iyer

Submitted by

Approved by (name, designation)

13 Annexure: Contact Details

Organisation	Sahyog Foundation
Contact person	Rekha Iyer, Programme Director
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