

EMPOWERING WOMEN THROUGH COIR ENTREPRENEURSHIP

In collaboration with: Coir Board, MSME, Government of India

Oleevia Foundation, in collaboration with the Coir Board, commenced a three-day Coir Entrepreneurship Training Programme for women in Palakkad. The programme was inaugurated by Shri Ajitkumar Varma, CEO, Oleevia Foundation. Addressing the participants, he highlighted the importance of self-employment as a pathway to economic stability and emphasized how women-led enterprises can significantly contribute to local and regional economies. He also shared Oleevia Foundation's vision and mission of inclusive development and community empowerment.

Institutional Support and Expert Guidance

The programme witnessed the presence of key dignitaries who underscored the importance of institutional support for grassroots entrepreneurship. Shri Anil, Lead Bank Manager, Palakkad, spoke on the role of financial institutions in enabling women entrepreneurs through access to credit and guidance. Shri Rasheed, Assistant District Industries Officer, Palakkad, highlighted government schemes and industrial support mechanisms available for coir-based enterprises and encouraged participants to leverage these opportunities.



Building Entrepreneurial Mindset and Mental Strength

As part of the training sessions, Gautam Ramakrishnan, Psychologist and Chief Project Manager, Oleevia Foundation, conducted an engaging session on the possibilities of small-scale businesses in Kerala. Drawing from his experience in community work and psychology, he emphasized the mental strength, resilience, and adaptability required to succeed as an entrepreneur, with special focus on mindset transformation, overcoming fear, and developing confidence.



Life Skills Training

Complementing the business and mindset sessions, Sreeja, Social Worker and Project Coordinator, Oleevia Foundation, led an interactive session on essential life skills for entrepreneurs. The session addressed communication, decision-making, time management, and balancing personal and professional responsibilities.



Path Ahead

This three-day programme aims to equip women participants with not only technical knowledge in coir entrepreneurship but also the psychological readiness and life skills needed for sustainable self-employment. Through this initiative, Oleevia Foundation and the Coir Board reaffirm their commitment to empowering women, strengthening livelihoods, and fostering inclusive economic growth in Palakkad.

Program Spotlight: Women Empowerment

- **Women-Centric Entrepreneurship Focus:** Designed exclusively for women in Palakkad, the programme empowers participants to transition from traditional coir skills to sustainable small-scale enterprises through structured training and mentoring.
- **Integrated Capacity Building:** The three-day programme combines entrepreneurship orientation, psychological empowerment, and life skills development, ensuring participants are prepared both mentally and practically for self-employment.
- **Strong Institutional Collaboration:** Led by the Coir Board with active support from Oleevia Foundation, banks, and district industries officials, the initiative provides participants with access to guidance, schemes, and institutional networks.

SDGs Targeted:

