

Empowering Women & Girls Through Entrepreneurship

Mainly comprised of recently-migrated nomadic herders, Ulaanbaatar's squatters' settlements, known as "ger district," make up about 70% of capital city's population—with thousands of new arrivals each year. The newly-settled nomads face difficulties in urban job market due to stark cultural differences b/w rural and urban lifestyles and mismatch of employable skills. Result: alcoholism, domestic violence & cyclical poverty. Women & girls in this area need both confidence and practical knowledge to break from patriarchal gender role to become business leaders.

CATEGORY

[Empowering Women and Girls](#)

LOCATION

[Mongolia](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

Mainly comprised of recently-migrated nomadic herders, Ulaanbaatar's squatters' settlements, known as "ger district," make up about 70% of capital city's population—with thousands of new arrivals each year. The newly-settled nomads face difficulties in urban job market due to stark cultural differences b/w rural and urban lifestyles and mismatch of employable skills. Result: alcoholism, domestic violence & cyclical poverty. Women & girls in this area need both confidence and practical knowledge to break from patriarchal gender role to become business leaders.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

As the first large-scale project of its kind in Mongolia, we won't only provide women and girls with basic knowledge and skills necessary to start their own businesses but create a lasting close-knit community of female entrepreneurs among the residents of "ger" districts. Targeting 100+ women ages 16 and older, we will implement: 1) a two-weekend "women's business boot camp" held in the two most-impoverished ger districts, Chingeltei and Songinokhairkhan; and 2) afterwards, hold monthly follow-up meetings led by our alumni trainers for 50 select participants for 6 months

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

It aims to create lasting change in the lives of women in "ger" districts by providing them with skills, confidence & continued community support necessary to create their own small businesses. It will challenge prevailing attitudes and self-perceptions of underprivileged Mongolian women by helping them build self-confidence, ambition & real world business skills. Via online, print & broadcast media promotion, we will also contribute positively to Mongolia's national discourse on gender by showcasing rising women business and community leaders. Benefits include: (i) The public delivery of 2 free weekend-long "women's business boot camps" a series practical and culturally-appropriate lessons such as personal finance, accounting, business model-development, relevant legal information, communication & marketing strategies and savings group formation and (ii) 50 selected participants will compete for two \$500 seed money grants to run their own savings

MEET THE TEAM

Project owner

[Naranbulag Khukhuu](#)
[Mongolia](#)
[Fulbright Student Program](#)
[Open World Program](#)

Project members

[Manage members](#)
[Gandolgor Purevjav](#)
[Mongolia](#)
[Hubert Humphrey Fellowship Program](#)
[\[remove from project\]](#)

[Mahmoud Suliman](#)
[Israel](#)
[Fulbright Student Program](#)
[\[remove from project\]](#)

[Bolor-Erdene Er...](#)
[Mongolia](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[Jargalmaa Erden...](#)
[Mongolia](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[Chandmanibaatar...](#)
[Mongolia](#)
[Open World Program](#)
[\[remove from project\]](#)

[Kamol Zaripov](#)
[Uzbekistan](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[Munkhkhishig Da...](#)
[Mongolia](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[Mohamad Rahmoun Sr.](#)
[Syria](#)
[Hubert Humphrey Fellowship Program](#)
[\[remove from project\]](#)

[Munkhsoyol Baatarjav](#)
[Mongolia](#)
[Hubert Humphrey Fellowship Program](#)
[\[remove from project\]](#)

[Katie Niemeyer](#)

group.

[United States](#)
[Fulbright English Teaching Assistant](#)
[\[remove from project\]](#)

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

Direct beneficiaries will be women and girls over the age of 16 residing in the ger districts who attend our business boot camps. Indirect beneficiaries include the women's families, anyone who accesses the free online resources, partner NGOs, government offices, and social workers which we will provide with our training manuals as well as electronic curricula and online resources they can re-use. This project will directly benefit MASA (Mongolian Association of State Alumni) members by providing both a physical and remote audience with whom to share their business success stories and through engaging underprivileged women and girls. Although hard to predict the long-term impact, it will, undoubtedly, influence the employment opportunities and income-generating prospects of the affected groups as well as their communities.

Local partners

1. MASA (Mongolian Association of State Alumni – the biggest alumni association of the US alumni in Mongolia)
2. Ganabell Institute (a professional human resources company run by a Humphrey fellow)
3. The Institute for National Strategy (a think-tank working to bolster Mongolia's public policy debate on strategic development and economic management also run by a Humphrey fellow)
4. Gegeen Khorvoo NGO run by a Fulbright fellow
5. Local government offices
6. Other local NGOs such as Caritas, World Vision, the Urban Development Resource Center and others

Alumni team

The project will be implemented collectively by all members of the team with equal responsibilities for each member except for the advisors and the team leader, who are additionally responsible for ensuring proper and dutiful submission of the interim and final reports and the other relevant stakeholders.

1. Naranbulag Khukhuu (Fulbright Fellow)– Team Leader, Lawyer & Legal Consultant
2. Gandolgor Purevjav (Humphrey Fellow)– Project Implementer,CEO, Workshop Facilitator
3. Munkhsoyol Baatarjav (Humphrey Fellow)– Project Implementer,CEO, Business Strategy Expert
4. Munkhkhishig Dashtseren (UGRAD Fellow)– Project Implementer,International Relations Expert
5. Khongorzul Bat-Ireedui,(Fulbright Fellow)–Project Implementer,Communications Consultant
6. Peter Bittner(Fulbright Fellow)– Chief Project Advisor,Coordinator&Public Relations Specialist
7. Katie Niemeyer(Fulbright Fellow) – Project Advisor, Int'l.Development Specialist

Proposed Project Dates: July 04, 2015 - March 30, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

The project will be implemented through the following steps:

1. Program planning and development: May 1st, 2015 - July 4th, 2015 – Create individual lesson plans, refine curriculum for the 18 mini-lessons – Designate instructors and identify guest speakers and volunteers – Establish event venue, logistics – Plan and carry out marketing strategy – Create multimedia plan, form strategy for filming live sessions – Create detailed Monitoring and Evaluation Plan with specific targets and indicators – Recruit additional MASA alumni and local partners–
2. Implementation of Training I: Chingeltei, July 4th –5th, 2015 (Filming); Songinokhairkhan,

July 18th –19st, 2015

3. Implementation of Training II: Chingeltei, August 1st –2nd, 2015 (Filming); Songinokhairkhan August 15th –16th, 2015

4. Monitoring and Evaluation: September 1st, 2015 - March 30th, 2016 – Analyze boot camp feedback from beneficiaries' self-assessments, reflect, debrief with all team members – Incorporate major findings from the self-assessments into the monthly meeting curricula – Implement follow-up surveys during the 1st, 3rd, and 6th month's meetings, incorporate perceived needs into the continuing education plan – Share results at all stages with local partners – Track numbers of beneficiaries who take out loans, open businesses, etc. –

5. Monthly Mentoring Meetings: September 1st, 2015 - March 30th, 2016 – 6 months of mentoring incorporating beneficiaries' feedback into the curriculum design, providing coaching in business planning, development, financing, and savings group development –

6. September 1st, 2015 - March 30th, 2016: Story writing to publicize the AEIF project and MASA activities

Communication Plan

The following media outlets will be utilized:

1. Popular social media sites such as Facebook, Twitter, LinkedIn, YouTube, and Instagram
2. Local and national TV channels like MongolTV and Eagle News
3. Online and print periodicals such as The UB Post, the MongolBeat, etc.
4. Local government agencies

Evaluation

When measuring the goals above, we will use both quantitative and qualitative methods:

1. The quantifiable output of the program will be assessed through participation rates such as number of beneficiaries attending the business training seminars, and the number of MASA members' involvement in implementing the project. The utility of the publicly-available training tools will be measured in the number of hits on the respective websites and the number of social workers and instructors reporting using the materials.
2. In order to measure more subjective outcomes, we will use a pre- and post-program self-assessment index for the two multi-weekend trainings.
3. Periodically throughout the monthly mentoring meetings we will disseminate evaluation surveys which will measure the participants' views of the efficacy of the program in assisting beneficiaries to achieve their goals, face unforeseen challenges, and apply their small business knowledge in the real world. These surveys will be conducted 1 month, 3 months, and 6 months after the second weekend of training during regular follow-up meetings with project team members and will be shared with all partner organizations.

Sustainability

The fundamental purpose of the program is to effect lasting change in the lives of women and girls living in the ger districts. More than simply imparting skills to low-income, underprivileged participants this project will create a robust community of motivated, self-confident, and supportive aspiring entrepreneurs and neighborhood leaders. Beneficiaries will feel empowered to rely upon one another and on other women in their communities to better provide for their loved ones using the tools, knowledge, and networks fostered via the boot camps. Apart from providing continuing education, regular follow-up meetings through Phase II of our project will help the most-motivated of female beneficiaries maintain their connections to one another and guide two select groups through the process of establishing peer-to-peer financial lending institutions in their communities.

TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)

