

R E A C H



INDIA  
Self-Help Solutions

## Plan for a Better Business

*Equip your staff to train Self-Help Groups in good business principles.*

**What You'll Learn** *Reach* Service Centres will train SHPIs to deliver the “Plan for a Better Business” Learning Sessions. The Sessions are designed to help SHG members improve their business planning practices so that they can grow their businesses.

SHPI staff who complete our training will be able to equip Self-Help Group members to:

1. Plan a new business.
2. Improve an existing business.

**How This Training Benefits You and Your SHG** A business has a better chance to succeed with a good plan. You can help SHG members succeed in their businesses with the Plan for a Better Business Learning Sessions. The Sessions will enable them to create a sound business plan, including:

- Estimating sales income, costs, and profits—including the costs of loan payments and giving oneself a wage
- Choosing which products to carry and how much to stock
- Making competitive product choices
- Practising good customer relations
- Researching customer demand for products
- Regularly reviewing the business and addressing any problems
- Preparing for unexpected events

SHG members who have been trained in these Learning Sessions will be able to think through all the things that will make their businesses successful before they begin, or learn what steps they need to take to improve and grow their current businesses.

- Reach India Training Is**
- **RELEVANT.** Women can easily imagine how participation will benefit them, and their families.
  - **EASY TO USE.** The material and methods are adaptable and can be implemented in any environment.
  - **OPEN TO ALL.** Literate and illiterate women can participate equally.
  - **MOTIVATING.** Group-based learning is enjoyable and women leave feeling energised and able to apply their new skills and knowledge.
  - **SUCCESSFUL.** Women understand how they can change their behaviours and practices. Success is attainable and supported.

**Take Action** Please contact your regional *Reach* Service Centre for more information on **Plan for a Better Business** training.