

## INTERNATIONAL WOMEN'S DAY 2022 "GENDER EQUALITY TODAY FOR SUSTAINABLE TOMORROW"- STORY FEATURE SERIES

### "Women leadership in disaster Resilient Enterprise "

Businesses were among the hardest hit by the unprecedented COVID-19 crisis and disrupted the supply chain. There was a shortage of supply of raw materials and labor which affected the sales/delivery of products. Among the business owners, women-led micro, small and medium-sized enterprises (MSMEs) were even more severely affected. This was mainly due to the fact that women entrepreneurs are relatively excluded from technological tools. Hence, devoid of information about online marketing platforms and their operational knowhow, women producers were disconnected from their customers. In addition, women entrepreneurs have little to no information about disaster risk reduction and management (DRRM) and little knowledge about the importance of the Business Continuity Plan (BCP).

Therefore, USAID's Tayar Nepal together with its grantee - women-led private organizations Thulo.com and its partner Enterprise for Management, Economic Reform and Gender Equality (EMERGE) started a project titled 'Fostering Resilience of Women-Led Businesses (including home-based women producers) and Consumers.' Through the project, they have been helping women-owned/led businesses MSMEs, as well as homebased women producers across the country, cope with the impact of disasters with a primary focus on COVID-19 on their businesses.

One of them was Shanti Nakarmi. Being physically challenged and running a tailoring shop, it was even more difficult and challenging for her as she had to support a family of eleven. After getting connected with the project, she attended several trainings and workshops. She says, *"It was a fruitful experience as I learned about disasters, their impact, and preparedness plan. I am now aware of the relevance of being prepared for disasters and have also made an emergency Go-Bag ready at my home. Professionally, I believe that Business Continuity Management (BCM) is one module that has helped me a lot."* She further adds, *"I have realized that a plan to prepare your business for unprecedented events is vital and I feel that having a BCP backed by my determination and effort will help my business grow by 90%."*



Shanti in her tailoring shop.  
Photo credit: Tayar Nepal for USAID

The project also provided her a platform to learn to conduct business digitally and have an e-commerce experience by connecting to Udhyaami Utthan (UU) Online Shop via Thulo.com. Knowledge about e-commerce has given her hope of upscaling her business.

Similarly, Tayar Nepal has been supporting poor and marginalized women on disaster resilient enterprise of compressed stabilized earth brick (CSEB) technology. Through training, business plan development, organization and management of business, and providing subsidy for CSEB machine, Shobha Bi.Ka from Tulsipur, Anita Chaudhary from Rajapur, Jhharana Joshi from Lamkichuha have been leading their CSEB business.

Shobha Bi.Ka. opines, *"If women get opportunity, we can also contribute on DRRM. We are not only confined to do household works. In the beginning, I was nervous but now I am confident and learning more to conduct the business. I have employed 3 women and 2 men in my small industry."*



Shobha Bi.Ka. CSEB entrepreneur in Tulsipur.  
Photo credit: Tayar Nepal for USAID

This is part of USAID's Tayar Nepal's International Women's Day Story Feature Series, which features and honors women leading and contributing to various roles for disaster risk reduction and management, challenging gender roles and emerging as role models.