

# *HP LIFE is giving new life to rural entrepreneurs*

**A Glimpse of the program:** The world needs more entrepreneurs. They start and run the small businesses that are the engine of global economy. All together, micro enterprises employ more people-and create more jobs-than any other type of venture.

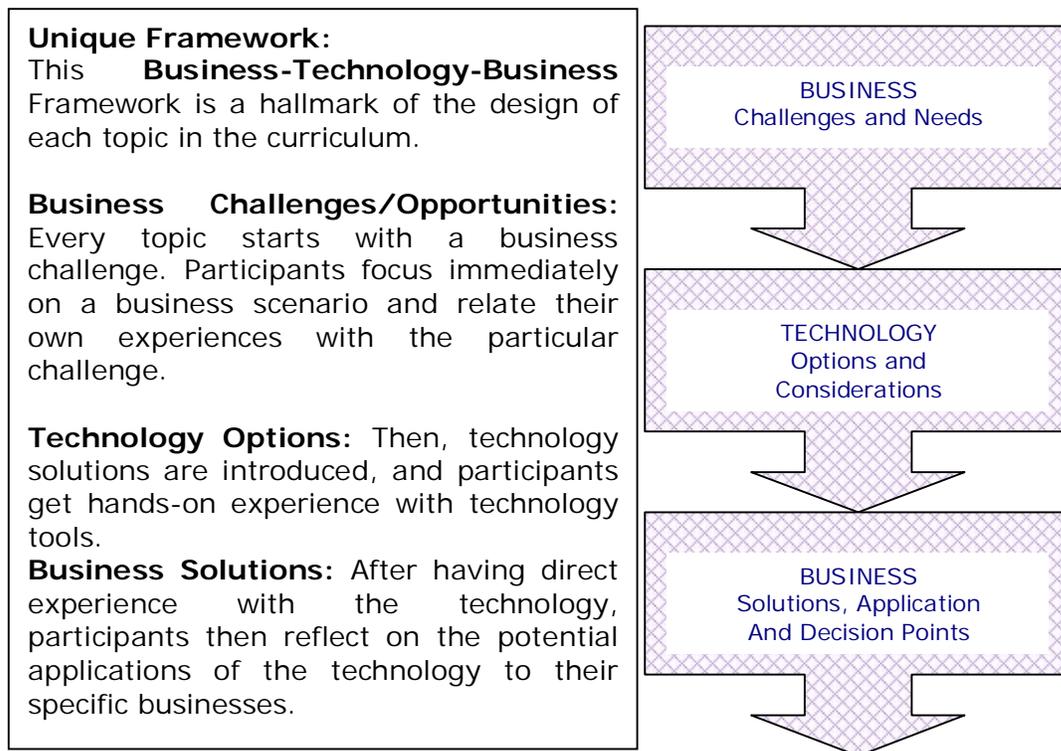
Micro enterprises are also hotbeds of innovation. They are a vital source of groundbreaking ideas, and a catalyst for changes that affect how larger companies' even industries work.

But too many aspiring entrepreneurs lack the business and information technology skills to turn their ideas and ambition into thriving businesses. The roadblocks are numerous. Educational systems haven't yet evolved to meet the demands of the 21<sup>st</sup> century. Access to basic training and technologies is limited. And economic and cultural forces are stacked against recent graduates, particularly women.

**HP LIFE (Hewlett Packard- Learning initiative for Entrepreneurship)** is a **Global learning programme** that trains students, aspiring entrepreneurs and small business owners to harness the power of IT to establish and grow their businesses. It's simple yet powerful education. By training recent graduates, aspiring entrepreneurs and small business owners on essential business and IT skills, we can transform millions of lives worldwide.

## **A Bridge of Business and Technology Training Courses**

This is not a typical business skills course (such as accounting or marketing), nor is it a typical technology course, in which the objective is to learn to use a particular software application or piece of equipment. This course can be considered a bridge between business and technology courses available to micro entrepreneurs; it focuses on showing business owners the power of technology when applied to their business realities.



**Development Alternatives (DA) Group** with the collaboration of **HP** and **EDC (Education Development Centre)** is now delivering the HP LIFE curriculum in the Bundelkhand region. DA Group is implementing this curricula from last 3 years and so far around 1500 candidates benefited. The curricula is meant for two category of entrepreneurs-

- STSB (Smart Technology for Smarter Business) is catering existing entrepreneurs, and
- GET-IT (Graduate Entrepreneurship through Information Technology) is for the budding entrepreneurs.

These courses cover broadly technology tools and business concepts in order to develop and increase the efficiency of their own business. This Program is in good demand in Jhansi and other nearby town for business owners and aspiring students. The trained candidates are setting up their own small enterprises and using ICT to enhance profitability of their business.

To learn and utilize these skills the business owners are in position to handle all the business related activities very smoothly and efficiently. The program provides small and medium businesses access to technology and business training that help them accelerate and sustain business growth and economic opportunity.

These training are imparting by TARA Livelihood Academy (TLA) with two MEDC (Micro Enterprise Development Center) functional in Jhansi districts. TLA is implementing these training through one master training and 8 trainers, who are HP certified.

## Success Stories

**Dharam Pal Verma** a 25 years old guy of Ambabai village, located in Badagaon block in Jhansi district of Uttar Pradesh, India.

He started PALAK COMPUTER STUDIO at Ambabai Market with one personal computer & printer.

Dharma Pal Verma is now earning around Rs. 150/day from his shop.

He is planning to invest more money in various computer related services as he told-

- Photocopy,
- Screen Printing,
- All kinds of printing works

He laughs and says because of his business now his image at home and society is good and people look at him with respect. He loves to share his journey from loafer to entrepreneur with a lot of confidence.



**Jitendra Sharma** is 30 years old and holds post graduate degrees in law and education. Now he is owning Riddhi-Siddhi Travels.

Through the training, he acquired important skills in marketing, business management, financial management, and how to effectively use technology in one's business.

Jitendra Sharma, is a young Indian male who has overcome challenges and developed a successful multi-services business, specializing in: *refill of cell phones (prepaid cash card), airline e-ticket booking, desktop publishing, passport photos, PAN (Permanent Account Number) card laminating, tours and travel packages, photocopying, book binding, and scanning.*

