

SANAD Technical Assistance Facility

**WOMEN
ENTREPRENEURS**
Support Program



The **SANAD Fund for MSMEs (SANAD)** is committed in advancing female empowerment across its target region. With a dedicated women entrepreneurs support program, it will prepare its partner institutions to receive, channel and effectively disburse dedicated funding for female clients. Next to gender-lens funding provided by the Fund, it will provide comprehensive TA support for partners to increase their knowledge, outreach and services for female clients.

The **SANAD TAF** through its women entrepreneurs support program provides partner institutions with the hands-on support they need to optimize product offerings, efficiently tap into the new customer segment, and adapt their policies and processes to become gender aware institutions with the capacity to develop new initiatives. The program can be tailored to the specific needs and level of ambition of SANAD partners.



Gender maturity assessment



Benefits

- **Informed** insights on the diversity of the institution and staff composition
- **Higher profitability** and **productivity, innovation and value creation** within the institution
- **Increased income** from informed and targeted product development
- **Efficient** portfolio volumes through identification of outreach gaps and improved targeting



For institutions that want to

- Become an **inclusive institution** with a diverse staff and client base
- Increase outreach to **women end clients**
- **Create awareness** on the topic among staff
- **Comply** with increasing market and **donor requirements**



How we do it

- **Diagnostic gap analysis** to analyze and revise existing policies, tools, staff composition, and training needs against local and international benchmarks
- **Portfolio and service offering review** to evaluate outreach level towards women clients and growth potential



Gender targeting



Benefits

- **Increase outreach** to women clients
- **Increase efficiency** from dedicated strategies and products based on actual insights
- **Efficiently manage data** for improved performance
- Receive and effectively on-lend **targeted funding**



For institutions that want to

- Profile their institution as **inclusive** and **gender-aware**
- **Report** on their exposure to women businesses and their portfolio composition by gender
- Comply with increasing **market and donor requirements**



How we do it

- Conduct an **assessment of portfolio diversity**, data collected, measurement strategies and data analysis tools
- Develop a **tailored capacity building** offering for the institution to improve systems and processes to enable gender-targeted financing and reporting
- **Provide trainings** on key concepts and definitions on gender mainstreaming to increase awareness on gender-specific financial and non-financial needs
- Develop a **gender action plan** for the institution to mainstream **gender equality** within their processes and products



Strategy, product development and implementation support



Benefits

- **Innovative** and valuable **offering**
- **Increased income** from clear direction and cross sell
- **Scaled up** portfolio volumes through new, dedicated products
- Strategic positioning against competitors and market positioning



For institutions that want to

- Increase **market outreach** and **enter an untapped segment**
- Provide **dedicated financial and non-financial services** to women-led businesses
- Appeal to a highly loyal client base with a **large finance gap**
- Contribute to **improved access to finance** for underserved groups



How we do it

- **Consultation from lead experts**, including recommended short-, mid- and long-term gender strategy development and **action plan** for implementation
- Support with the **implementation of gender policies**, communication campaigns and marketing strategies
- **Product development** by defining new products, pricing, and non-financial services for women-led businesses
- **Dedicated trainings** for staff to increase awareness, communicate strategic direction and values, provide technical knowledge on new products and service offering

Leadership and development for partner institutions



Benefits

- **Higher productivity** and **efficiency** within the institution
- Effective **client management** and **outreach**
- Attract committed and highly **educated staff**
- Drive an **inclusive** and **fostering** working space, in which employees thrive



For institutions that want to

- Become an attractive institution for a **diverse workforce** and thereby **increase efficiency**
- Position itself as a **gender-forward institution**
- Appeal and increase market outreach to **women business owners**



How we do it

- **Mentoring programs** for female staff to be coached and better navigate traditionally male-dominated work environments
- **Skill and leadership trainings** for female staff to advance in their careers, pass on knowledge and drive a female-focus strategic view within the company
- **Dedicated trainings**, events and materials to raise awareness on gender-specific issues and opportunities both within the company as in the exchange with end-clients
- **Networking opportunities**



End-client capacity building



Benefits

- Strengthened **client loyalty**
- Higher **client satisfaction**
- **Lower NPL ratios** through business growth and increased income of clients




For institutions that want to

- Appeal to and **increase market outreach** to women business owners
- **Support women-led MSMEs** to grow their businesses
- **Position** itself as an inclusive institution, **committed** to supporting the **growth and success of women entrepreneurs**



How we do it

- **Dedicated trainings** on business and financial management **for women end clients**
- **Mentoring programs, leadership trainings and networking opportunities** for female end clients
- Developing and facilitating **access to** information and resources among end clients
- Development of educational materials and dissemination channels for women end clients

A woman wearing a patterned hijab and a white top with floral embroidery is smiling. In the background, there is a table covered with a white cloth, displaying numerous jars of various sizes and colors (red, yellow, green). Behind the jars, there are framed pictures or certificates on the wall.

SANAD takes a holistic approach when providing funding; a combination of financial support and technical assistance encourages long-standing relationships and a strong understanding of the end-borrowers.

The primary objective of the SANAD Technical Assistance Facility is to support partner institutions of the SANAD Fund for MSME with tailored technical assistance. If the above projects do not respond to the needs of your institution, please contact us below.

Contact

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