A woman is shown in profile, focused on operating a traditional handloom. The loom is filled with numerous threads, and the woman's hands are positioned to manage the threads. The setting appears to be a workshop or a small-scale manufacturing unit, with a window in the background showing some outdoor greenery. The overall atmosphere is one of traditional craftsmanship.

Unlocking the growth of women mass entrepreneurs: A research study in Bengaluru, India (2020)

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1 The opportunity

Women entrepreneurship presents significant opportunity to strengthen employment and can create a ripple effect on India's GDP; but the growth of women-owned businesses needs a greater push

- Women-owned enterprises represent only 20% of all enterprises in India and hire only 10% of the total workforce.
- There is potential to create 31.5 million new women-owned enterprises in India, if efforts are accelerated. This will have ripple effects on strengthening India's GDP and generating greater employment.
- Bengaluru's entrepreneurial ecosystem presents a demonstrable opportunity for women entrepreneurship development, given its globally competitive IT industry, high R&D and tech workforce and presence of incubators, mentors and wealth creators.

2 Growth-related challenges

The present research study conducted in Bengaluru found that challenges faced by women mass entrepreneurs vary across *solopreneurs* and *nanopreneurs*

- Solopreneurs run their businesses independently, with zero hired workers while nanopreneurs tend to employ at least 1 hired worker within their business.
- Solopreneurs typically run informal businesses and are dependent on their own limited networks for sales and marketing, thus further restricting their growth.
- Nanopreneurs are more likely to be running formal businesses and tap into multiple sales and marketing channels (including digital channels) to grow their businesses.
- Across enterprises, there is major reliance on personal and family funds for starting and running the business.

3 Enabling mass entrepreneurs

To nuance the growth-orientation, challenges and areas of support across solopreneurs and nanopreneurs, entrepreneurs were further segmented into Seekers, Aspirants, Strivers and Achievers

- **Seekers** are solopreneurs with low-growth orientation. Enabling their growth would entail first building up their entrepreneurial growth mindsets and self-efficacy, and equipping them with basic business and financial skills.
- **Aspirants** are solopreneurs with high-growth orientation. Aspirants require support with business formalisation, improved sales and marketing capabilities and access to low-cost services for digital presence.
- **Strivers** are nanopreneurs with high-growth orientation, hiring 1-5 employees. Strivers could unlock high growth with incubation support - business planning, funding preparedness & leadership skills and funding linkages.
- **Achievers** are high-growth entrepreneurs with up to 10 employees. Achievers require bespoke business advisory, sector-specific 1-1 mentoring and access to business partnerships, especially e-commerce and B2B-related.

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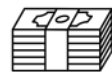
At the macro-level, the growth of women-owned enterprises in India remains restricted

With women accounting for only 6% of mass entrepreneurs in the country⁽⁶⁾, India's growth has not translated into the development of women entrepreneurship

GAME aspires to catalyse ~5 million women mass entrepreneurs in India by 2030



Women entrepreneurship is skewed towards solopreneurs, with 80%+ running single-worker firms.⁽¹⁾



Only 27% women-owned businesses report an annual revenue more than INR 10L.⁽³⁾



Funding raised by all-female founding teams in India was 0.63% of the total \$13 billion raised.⁽⁴⁾



Women entrepreneurs contribute only 3.09% of the total industrial output in India.⁽²⁾



17% women-owned businesses employ paid workers (22-27 mil. workers), amounting to just 10% of total workers.⁽²⁾



India ranked 29 out of 31 countries surveyed on ease of doing business for women.⁽⁵⁾



Global Alliance for Mass Entrepreneurship (GAME) is seeking to create **50 million new jobs in India**, through these mass entrepreneurs, by 2030. Mass entrepreneurs are those who typically hire 5-20 employees in their business. To enable this, it is imperative for GAME to **identify and study potential job creators** and to ensure that all support provided is suited to their business growth-related needs.

Unlocking the growth of women-owned businesses can create a ripple effect on India's GDP and job creation

Unlocking opportunities for women-owned businesses stands to significantly benefit both livelihoods and India's GDP:



Number of women-owned enterprises predicted by 2030, if efforts are accelerated.⁽¹⁾



Jobs can be created by 2030 if more women took up entrepreneurship.⁽¹⁾



Increase in India's GDP by 2025, if more women participated in the workforce.⁽²⁾

To effectively *unlock these opportunities* there is a need to address the varying challenges faced by women-owned businesses. There is a gap in existing research with regards to:

Nuanced information that can help unpack aspirations, challenges and specific support requirements across **segments of women entrepreneurs**.

In-depth insights on the aspirations, challenges, and support requirements of **job creating women-owned businesses**.

Geography-specific understanding since the experiences of entrepreneurs differ across locations.

The present research seeks to address these gaps in literature on women-owned businesses, with a focus on Bengaluru.

Bengaluru has a strong entrepreneurship ecosystem that must be further leveraged for women-owned enterprises

With a globally competitive IT industry, concentration of R&D workforce, and available tech skills, Bengaluru is a prime location for entrepreneurship

#1

Bengaluru is set out to be one of the **fastest growing cities in the world**, with a predicted GDP growth of 8.5% ⁽¹⁾

48%

Percentage of India's **R&D workforce** located in Bengaluru⁽³⁾

44%

of migrants moving to Bengaluru have **tech skills** as opposed to 11% in Mumbai⁽³⁾



Bengaluru is the **first choice for women in employability** ⁽²⁾

5541

Number of start-ups birthed in Bengaluru since 2016; more than Delhi & Mumbai combined ⁽³⁾

47%

Percentage of funding, across India, raised by Bengaluru based start ups since 2016⁽³⁾

However, only 10% of start-up founders in Bengaluru are women.

While Bengaluru presents a thriving ecosystem for entrepreneurship development, there is scope to catalyse this ecosystem further to unlock the growth of women-owned businesses.

Bengaluru has a nurturing start-up ecosystem with the presence of wealth creators, incubators and a strong mentoring culture for entrepreneurs

75+

Bengaluru is home to more than 75 start-up **incubators / accelerators**⁽³⁾

431+

VC investors in Bengaluru since 2010 – higher than Delhi NCR, Mumbai and Chennai⁽³⁾



Additionally, Bengaluru has a thriving support ecosystem for women-owned businesses

2.1K+ founders nationally

1.1K+ founders locally

14 Unicorns

Bengaluru's unicorns have led to the creation of more than **2100 entrepreneurs** across India.⁽³⁾

With 14 of the 32 Unicorns in India, Bengaluru leads the way in their growth, value addition and momentum

Examples of players in the women entrepreneur ecosystem



SOCIAL
alpha



NSR
CEL

CWE CATALYST
FOR WOMEN
ENTREPRENEURSHIP

Existing research points to a variety of challenges and drivers, for the growth of women-owned enterprises

Lower self / entrepreneur efficacy limits their foray into high-growth businesses



Starting low-growth businesses

- Assumptions on the role of women dictate the type businesses in which women entrepreneurship is 'deemed suitable'.
- This has confined women to typically running precarious, low-growth businesses.



Lack of local superheroes to emulate

- Women seek out role models, who run successful businesses. Limited success stories among women in the local context could be a deterrent for women entrepreneurs.

Women entrepreneurs face difficulties in expanding sales efforts & tech adoption



Limited access to diverse markets

- Women lack access to knowledge on how to participate in the market place, typically sell within their limited networks and are unable to market and sell strategically.
- Inhibitions stem from a combination of a lack of knowledge of operating in the market and existing social norms.



Inability to tap into the digital ecosystem

- Women entrepreneurs face technology obsolescence due to low levels of digital literacy, limited digital infrastructure and lack of clarity on the right tools based on the business.

The enterprises have limited access to finance, exacerbated by their informal status



Limited transition to formal enterprises

- Women typically run break-even state, small-sized enterprises and often do not generate enough profits required to cover the costs of a formal business, resulting in most being informally run.
- Additionally, women lack knowledge of the processes and benefits of formalisation.



Supply-demand mismatch in finance

- Relevant financial products for growth of women-owned enterprises are few. This is heightened by gendered issues of access such as paperwork and collateral requirements.

However, the understanding of these challenges needs to be further nuanced across different types of women entrepreneurs, based on the size of their enterprises and other key differentiating factors. The present research study seeks to nuance these challenges accordingly.

To identify clear support mechanisms for enterprise growth, GAME and Sattva undertook a research study with women entrepreneurs in Bengaluru



The objective of the study was to build a nuanced understanding of women-owned businesses in Bengaluru

4 high potential sectors were identified as sectors of inquiry, for the purpose of this study

1



Build segments of women entrepreneurs, across high potential sectors, based on business size, growth orientation and future aspirations.

2



Understand key business characteristics, motivations and growth-related challenges of women entrepreneurs, across the identified segments.

3



Provide need-based recommendations for enabling enterprise growth, across the identified segments.

- 36% of 33 million working women in India are employed in urban businesses with 70% in the top 5 sectors of Apparel, Education, Food, Health and Personal Services (including Beauty)*
- 45%+ of the urban female workforce are employed in top 3 sectors of Food, Apparel and Education*
- There is potential for ~900K new urban women entrepreneurs in Food and Education by 2025, with the right and timely interventions*

++



The study intends to provide GAME and the wider entrepreneurship ecosystem evidence to effectively support the growth of women-owned enterprises

Given this, the research focuses on 4 priority sectors within Bengaluru:

1



Design support interventions to facilitate growth of women mass entrepreneurs in Bengaluru.

2



Enable ecosystem players to assess the various segments of entrepreneurs, their motivations, challenges and behaviors, to provide support as per their varying needs.



Food



Apparel



Health and wellness



Education

The present research was conducted through mixed methods, with the aim to build a comprehensive understanding of the challenges faced by women entrepreneurs

Research methodology

1. Secondary research and marketing sizing

- **Review of available literature** to understand factors influencing enterprise growth
- **Market sizing** to identify the universe of women-led enterprises, in priority sectors
- **Review of existing support interventions** for women entrepreneurs

2. Framework for WE segmentation and research tools

- **Development of a segmentation framework** for women entrepreneur segments
- **Framework validation** with experts and select WEs
- **Tool development (quantitative and qualitative)** to guide data collection

3. Quantitative surveys and in-depth qualitative interviews

- **Interviews with ~8 ecosystem experts**
- **Quantitative surveys** with 200 women entrepreneurs
- **Qualitative interviews** with 28 WEs

4. Synthesis of data for overarching and segment-level insights

- **Analysis of quantitative data** to identify key insights and build WE segments
- **Synthesis of insights** across segments to identify business profile, challenges and aspirations
- **Identification of recommendations** to support growth of the women entrepreneur segments

Quantitative and qualitative sampling

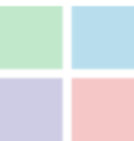
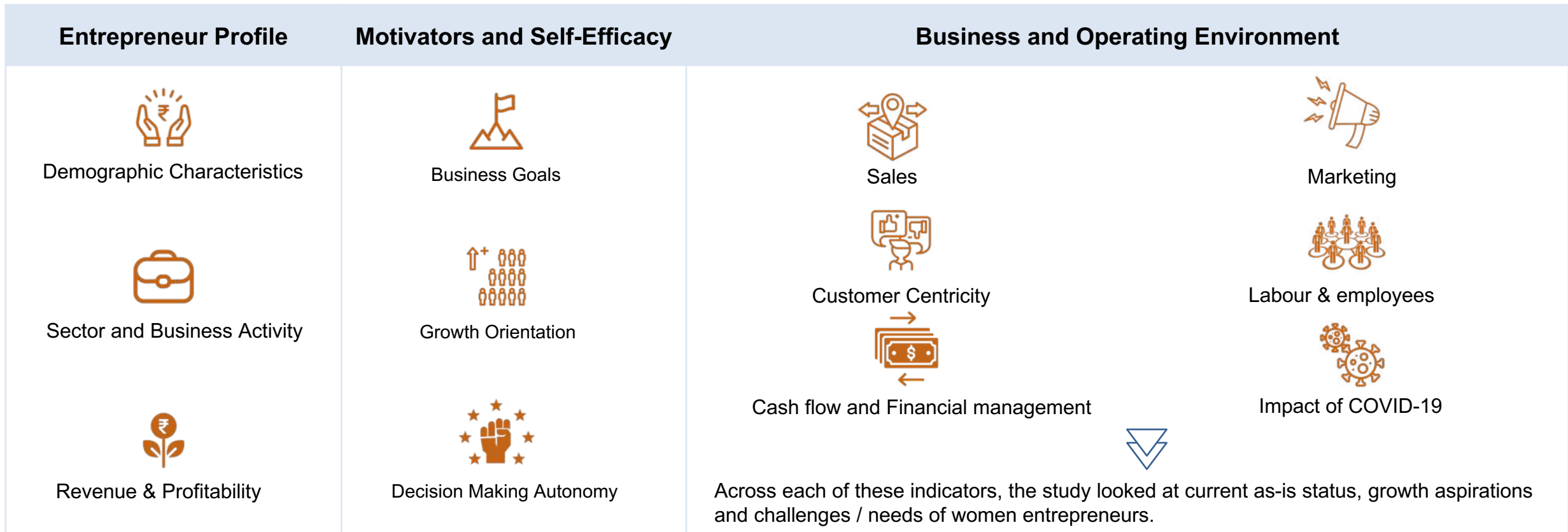
Sector	Quantitative Surveys	Qualitative Interviews
Food	65	6
Apparel	69	8
Health and wellness	45	10
Education	18	4
Transport	3	0
Total	200	28

- There are a total of ~36,900 women-owned enterprises in Bengaluru within the identified high potential sectors.
- The sample for quantitative data collection was calculated using a 90% confidence level and 6% margin of error.
- The sample (200) was then distributed across the sectors to ensure adequate and proportional representation of each sector.
- Qualitative surveys were conducted to ensure in-depth data collection from women entrepreneurs across sectors.

Note: Quantitative surveys were conducted in two phases with the first one in March-April 2020, during the national lockdown and the second one in July 2020, post the lockdown. To capture COVID-specific insights, 120 quantitative surveys were conducted with additional questions around the impact of COVID-19 on women-owned enterprises.

For the segmentation of women entrepreneurs, the study looked at key entrepreneur and enterprise-level indicators

Taking into consideration different levers that influence the growth of women entrepreneurs in India, a segmentation framework was designed to identify different *groups of women entrepreneurs*, with similar growth challenges and needs.



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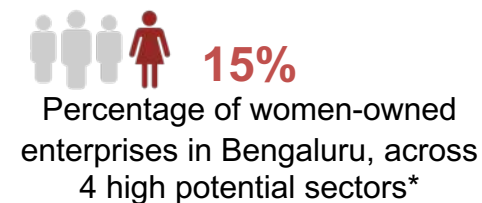
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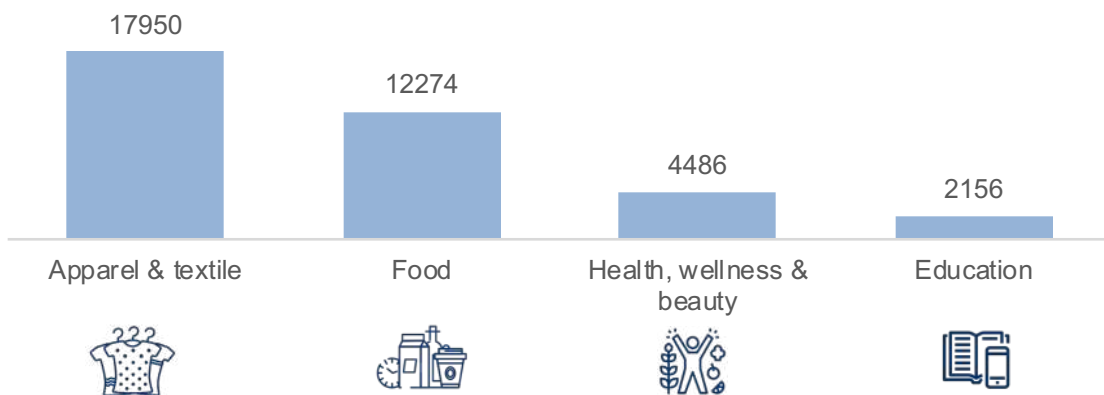


The baseline for women-owned businesses in Bengaluru continues to remain low; with only 15% businesses belonging to women and ~30% of those generating jobs



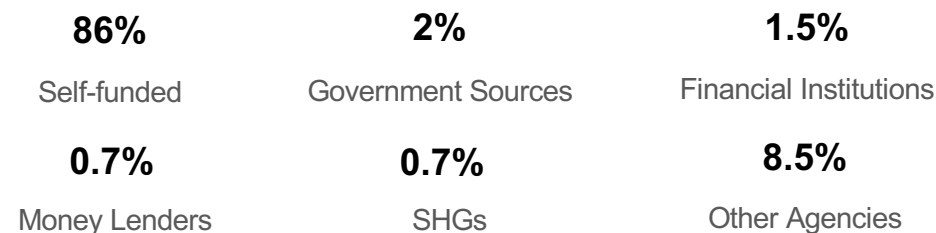
As per the 6th Economic Census, of the total 2.58 lakh enterprises within the priority sectors in Bengaluru, ~36,900 are women-owned*.

Distribution of women-owned enterprises across 4 high potential sectors (n=~36900)**



Women-owned enterprises are typically small, single-worker firms and rely largely on self-funding.

Distribution of women-owned enterprises across sources of funding (n=~36900)



Distribution of women-owned enterprises basis hired workers# (n=~36900)



In light of COVID-19, it is estimated that ~30% enterprises, especially microenterprises, stand the chance of closing down operations. Given the recency of COVID-19, this number will have to be validated at regular 3-6 month intervals.

**36% of 33 million working women in India are employed in urban businesses with 70% in the top 5 sectors of Apparel, Education, Food, Health and Personal Services (including Beauty)*, thus making these high potential sectors for women entrepreneurs.

#Hired worker – hired and paid wages on a regular basis; Non-hired worker – unpaid, family worker

Source: Sixth Economic Census, 2014; National Sample Survey, 2016; ET, 2020; Bain & Company, 2020; GAME, 2020;

*Note: All numbers are across the 4 key priority areas and growth-adjusted for 2019-2020

The food industry in Bengaluru consists of ~12275 women-owned enterprises, with potential to better capture market trends and generate jobs



With a large working population and strong digital penetration in Bengaluru, cloud kitchens and aggregator-based food delivery services are soaring. Additionally, the sector at large has seen significant growth in market opportunity.



Food processing is expected to grow at a **CAGR of ~11.5%** between 2018 & 2023, to become an INR 15,971 billion sector in 2023.



India sees **30-30.4 lakh food delivery orders every day** (across Zomato, Swiggy and UberEats alone), with Bengaluru having the highest share of 25-30%.



India's food and grocery (F&G) retail business is estimated at **INR 27,360 billion***.

Impact of COVID-19: COVID-19 has resulted in a ~70-90% decline in food revenue, which is expected to recover over the next 6-12 months.

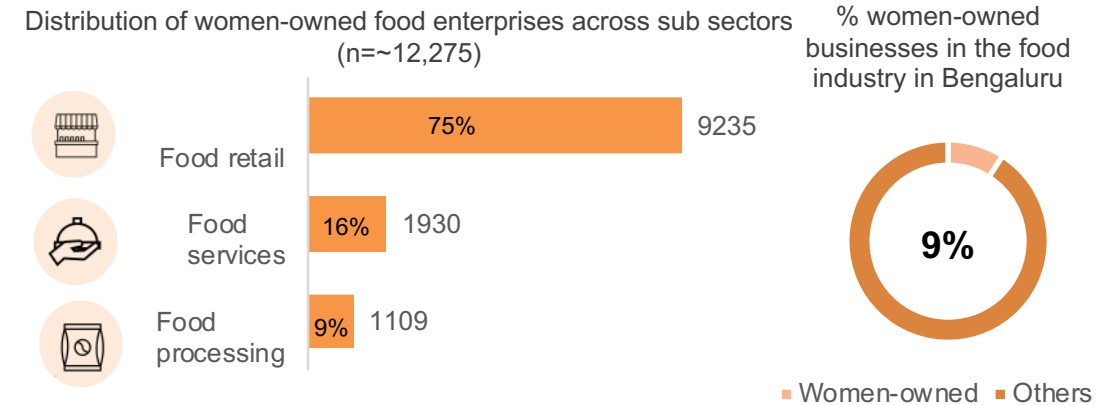


Online ordering presently sees a ~60% decline since COVID-19 but is expected to rise over the next 2 quarters.



Given the essential nature of the industry, the sector is expected to recover over a 9-12-month period.

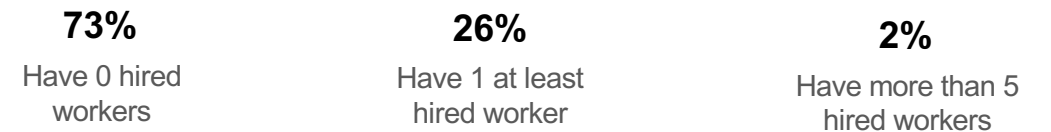
However, women-owned enterprises in the food industry are typically small and rely on savings and support from non-hired staff. There is potential for these enterprises to better capture market trends and thereby generate employment.



Distribution of women-owned food enterprises across sources of funding (n=~12275)



Distribution of women-owned food enterprises basis number of workers# (n=~12275)



#Hired worker – hired and paid wages on a regular basis; Non-hired worker – unpaid, family worker

Source: Sixth Economic Census, 2014; National Sample Survey, 2016, CRISIL, 2020, NRAI 2019; Redseer; Superfly Insights 2020

Note: All numbers are across the 4 key priority areas and growth-adjusted for 2019-2020



The apparel industry in Bengaluru consists of ~17950 women-owned enterprises, with only 25% enterprises generating paid employment

The sector is seeing growing reach of organised retail and e-commerce. Leveraging technology to widen customer base is an emerging opportunity.



The apparel and textile industry was expected to grow at a **CAGR of 14.2% from 2019-2024.**



E-commerce is a key channel for apparel and the online fashion market is projected to **grow 3.5X from INR 280 billion to reach INR 980 billion by 2020.**



Formal retail accounted for 35% of sales in 2016 and is likely to reach around **45% by 2025**, putting unorganised retail at greater risk of redundancy.

Impact of COVID-19: COVID-19 resulted in a nearly ~80% dip in apparel sales, with manufacturing units operating at 20% capacity. Exports have taken a ~90% hit.



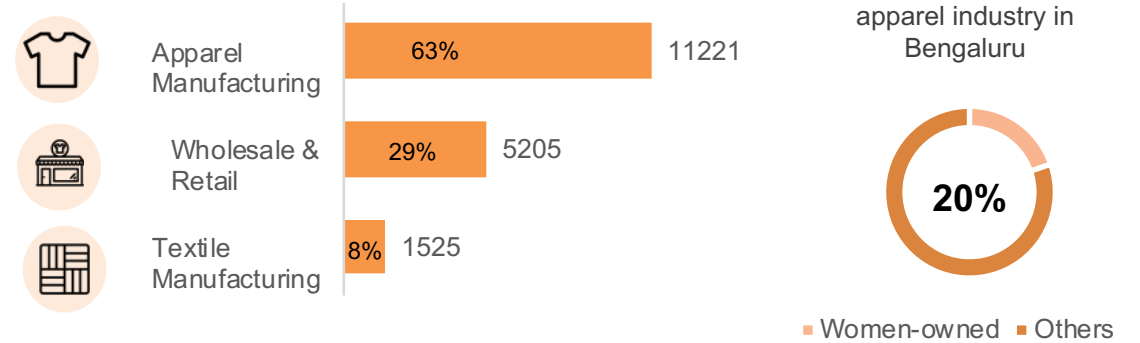
COVID-19 has reduced demand to less than half with FY 21 expected to be a whitewash year. Both local demand and export are expected to take 12+ months to recover.



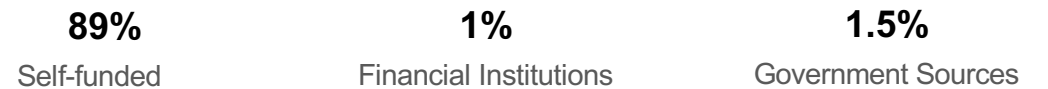
With large scale order cancellations and supply chain disruptions, the apparel industry has been severely affected, including impact on exports.

75% women-owned enterprises have zero hired workers and are largely nano in size. Enterprises are self-funded and need a greater push to ride the sector headwinds.

Distribution of women-owned apparel enterprises across sub sectors (n=~17950) % women-owned businesses in the apparel industry in Bengaluru



Distribution of women-owned apparel enterprises across sources of funding (n=~17950)



Distribution of women-owned apparel enterprises across number of workers# (n=~17950)



#Hired worker – hired and paid wages on a regular basis; Non-hired worker – unpaid, family worker

Source: Sixth Economic Census, 2014; National Sample Survey, 2016, Business standard, May 2020; McKinsey; Myntra 2018, EY Future Consumer Index, 2020, CARE Rating 2019; Live Mint 2020; Dun & Bradstreet 2020; CRISIL 2020, KPMG 2020

Note: All numbers are across the 4 key priority areas and growth-adjusted for 2019-2020

The beauty, wellness and healthcare industry in Bengaluru consists of ~4485 women-owned enterprises, and close to 50% generate paid employment



The shift to online modes of wellness and health consultation provides opportunity for women to expand their markets geographically. The sector has seen double-digit growth, overall.



Beauty and wellness market in India was forecast to reach INR 2,463 billion* by 2024, expanding at a CAGR of ~18.40% during 2019-2024.



Ayurveda industry in India is projected to record a **CAGR 16% between 2018 and 2025.**



AYUSH industry and home healthcare market is expected to have double-digit growth.

Impact of COVID-19: COVID-19 has resulted in a ~30-40% decline in beauty/ wellness revenue due to safety considerations.

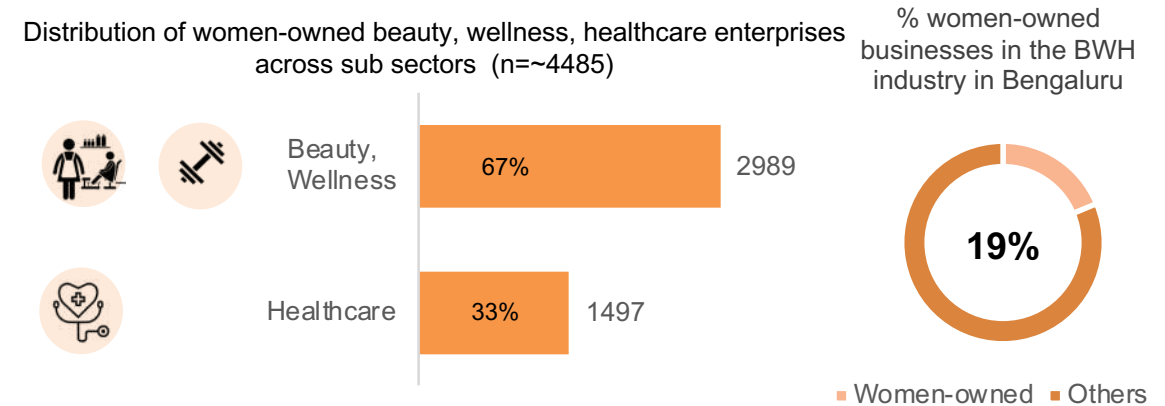


Post-COVID recovery is expected to take place in the short-term (by Q1 2021) for healthcare businesses, while beauty will take a longer time to recovery given the nature of the services.

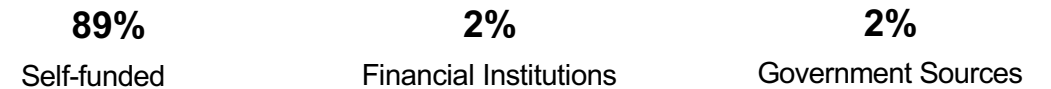


Beauty salons are seeing a decline of 60% in footfall as compared to pre-COVID demand.

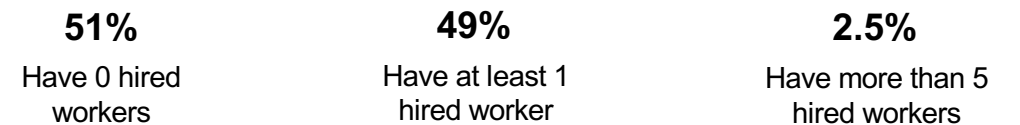
Being a labor-intensive industry, ~50% of the women engage at least 1 hired worker. There is potential to generate employment within this sector if more women entrepreneurs are enabled to grow.



Distribution of women-owned BWH enterprises across sources of funding (n=~4485)



Distribution of women-owned BWH enterprises basis number of workers# (n=~4485)



#Hired worker – hired and paid wages on a regular basis; Non-hired worker – unpaid, family worker

Source: Sixth Economic Census, 2014; National Sample Survey, 2016, McKinsey, 2020, KPMG, 2017; CII 2020; GoI 2018

Note: All numbers are across the 4 key priority areas and growth-adjusted for 2019-2020



The education industry in Bengaluru consists of ~2160 women-owned enterprises, with close to 60% enterprises generating paid employment



India's education market was valued at INR 6,188 billion in FY18 and was expected to reach INR 6,868 billion by FY 20. Having a largely young population, India has increasing scope for growth in this sector.



The preschool segment market size in India is estimated at INR 130 billion in 2017 and is expected to grow at a CAGR of over 20% over the next three years.



The K-12 market in India is estimated at INR1,655 billion in 2017 and is expected to grow at a CAGR of over 13%.



The market size of the Indian higher education segment stood at approximately INR 2,230 billion in 2017 and is expected to grow at a CAGR of over 11% over the next three years.

Impact of COVID-19: COVID-19 has hit the way enterprises function but has also opened up opportunity for e-learning and online delivery.



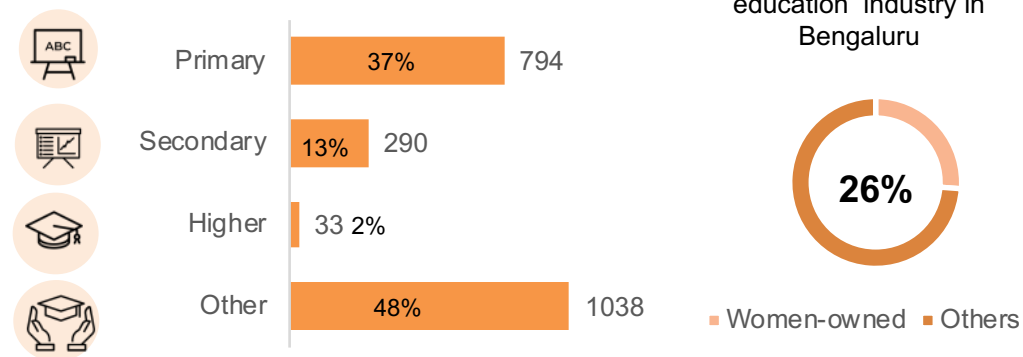
With schools and colleges closed across the country, 32 crores students are affected in India, including those in schools and colleges.



However, e-learning start ups are witnessing as high as 25% uptick in e-learning throughout the country

While there is potential for business growth and employment generation (the sector has the highest % employment of hired workers), limited technology adopted may hinder the potential of women-owned enterprises, more so in the post COVID era.

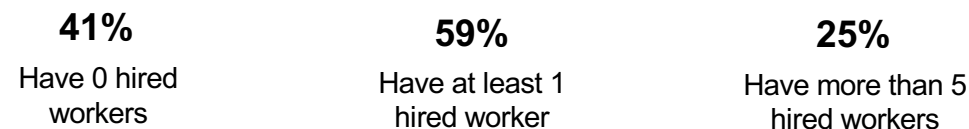
Distribution of women-owned education enterprises across sub sectors (n=~2160)



Distribution of women-owned education enterprises basis sources of funding (n=~2156)



Distribution of women-owned education enterprises basis number of workers# (n=~2156)




#Hired worker – hired and paid wages on a regular basis; Non-hired worker – unpaid, family worker


Source: Sixth Economic Census, 2014; National Sample Survey, 2016, CARE Rating, 2018; McKinsey, 2020, [Latest Laws](#)


Note: All numbers are across the 4 key priority areas and growth-adjusted for 2019-2020


While women-owned enterprises are typically small, single worker firms, the sectors present potential for the enterprises to capture market opportunity and grow


Women have not leveraged the growth potential of the sectors and have largely been limited to running small businesses with traditional business models

 Across sectors, women owned enterprises form **only a small part of the entrepreneurial ecosystem** in Bengaluru.


 Their enterprises are typically **small**, with only a third employing paid workers.


 A large portion of women rely on **unpaid help** in their businesses, indicating opportunities for employment generation within this sector.


 Women tend to rely on **self and family's savings** for their capital, which restricts their growth and results in high gestation period for capital infusion.

 **Technology dominates the future** of all sectors. More so in the post COVID-19 era. However, women entrepreneurs will require support to pivot from traditional models of business and tap into technological advancements.

In the post COVID-19 scenario, for **women entrepreneurs to run and scale their business**, it has become a non-negotiable to **leverage technology and pivot to adjacent opportunities** for growth

 The pandemic has accelerated the process of **digital transformation** across almost all sectors. With close to 67% respondents being nascent entrepreneurs (in operation for less than 5 years) it is now essential to empower entrepreneurs to leverage digital tools and innovations.

 The pandemic has brought on **changes to consumer behavior** that are likely to stay for good. Women entrepreneurs must be enabled to transform their product/service offering and tap into emerging market trends.

 While COVID-19 has slowed down the growth of various sectors, **adjacent market opportunities have also emerged**, which women entrepreneurs need to effectively leverage.

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The study found two key segments of entrepreneurs: solopreneur and nanopreneurs, with distinct growth-related challenges

Primary data from 200 women entrepreneurs was analysed to identify key correlations that influence enterprise growth. Business size (number of employees hired and revenue) emerged as key differentiating factors. At the first level of analysis, entrepreneurs were classified into two segments: Solopreneurs and Nanopreneurs. Of the total entrepreneurs surveyed, 128 were solo and 72 were nano.



Who is a Solopreneur?

Solopreneurs are own-account workers – they **set up and run their businesses as single members without hiring anyone else.**



Who is a Nanopreneur?

Nanopreneurs are entrepreneurs who **hire at least 1 paid employee or worker, apart from themselves.**



Similarities across the two segments:

- Across entrepreneurs, opportunity-related factors dominated the **reasons for starting a business**; familiarity was a critical factor in choosing the specific business activity.
- Across segments, women entrepreneurs typically rely on funds from self or family to start and run the business. Entrepreneurs are also often stuck in the cycle of having to re-invest profits in day-to-day requirements and are in need of relevant financial services / products.



Differences across solopreneurs and nanopreneurs



Solopreneurs have a median **monthly revenue** of INR 27,500, while nanopreneurs have a monthly revenue of INR 50,000.



Formalization is higher among nanopreneurs with 78% nanopreneurs having registered businesses versus 27% solopreneurs.



Nanopreneurs are more likely to **sell through diverse channels** such as own shops, e-commerce and middlemen while solopreneurs rely on single channels, primarily selling to their own networks from home.



Nanopreneurs are twice as likely to use paid **forms of marketing** such as print media and aggregators, while solopreneurs rely on word-of-mouth and other informal marketing methods.



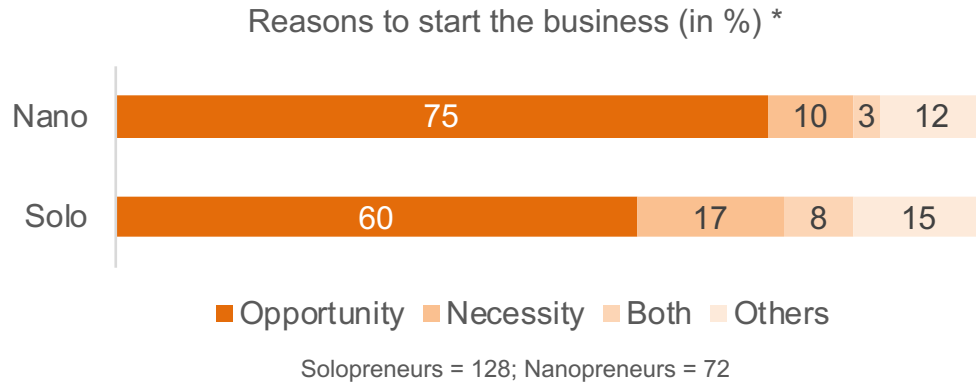
Post-COVID, nanopreneurs were more likely to have pivoted their business operations.



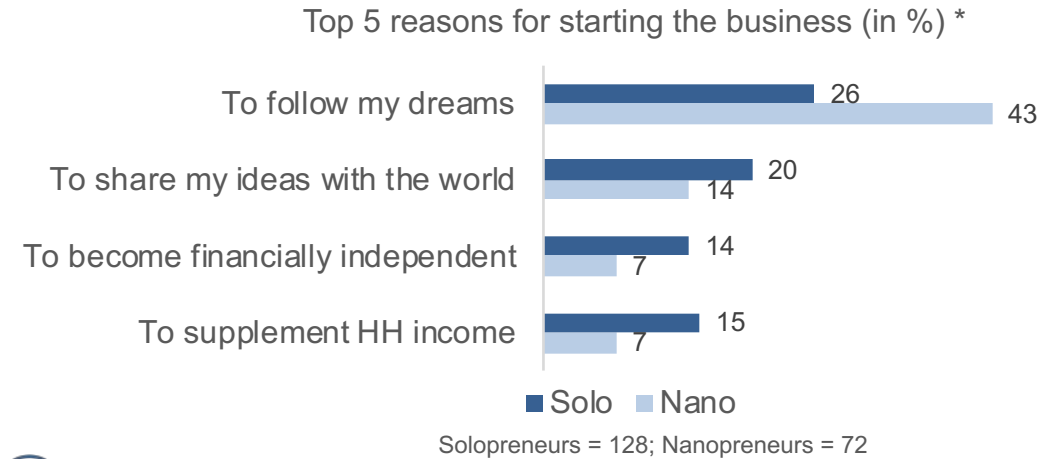
Reasons for starting the business: Across entrepreneurs, opportunity-related factors dominated the reasons for starting a business



Reasons for starting the business had no significant bearing on whether entrepreneurs were solo or nano



Across groups, women were more likely to become entrepreneurs for opportunity-related factors



When choosing the sector, women largely rely on familiarity with the business activity

- 43% of all entrepreneurs selected the specific business activity owing to their **familiarity with the sector**, wanting to leverage existing knowledge, skills, experience and comfort with the line of work.



“I started baking brownies for my friends and family 3 years ago. I had to charge them because they refused to take the brownies for free. Once they shared my products amongst their networks, it snowballed from there.”

– A home baker



What are opportunity and necessity factors?

Opportunity-related factors are those that draw entrepreneurs to start businesses as a choice rather than a necessity. Factors such as passion, desire to share ideas with the world or to become financially independent emerged as dominant reasons for having started the business, across women entrepreneurs.

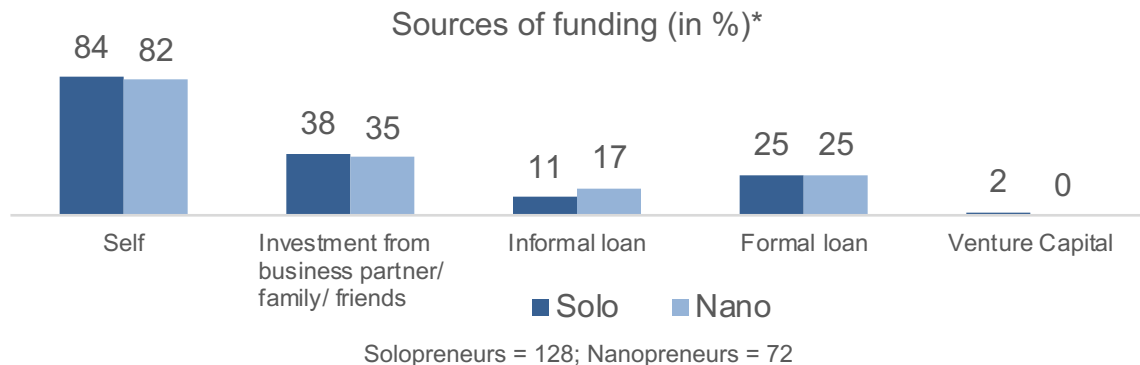
Necessity-related factors are those that owing to a personal constraint or lack of choice push women entrepreneurs to start a business. Contributing to household income was the top necessity-related factor that pushed women to start a business.

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva



Business finance: Across groups, women entrepreneurs primarily rely on personal savings or funds from friends and family to run their businesses

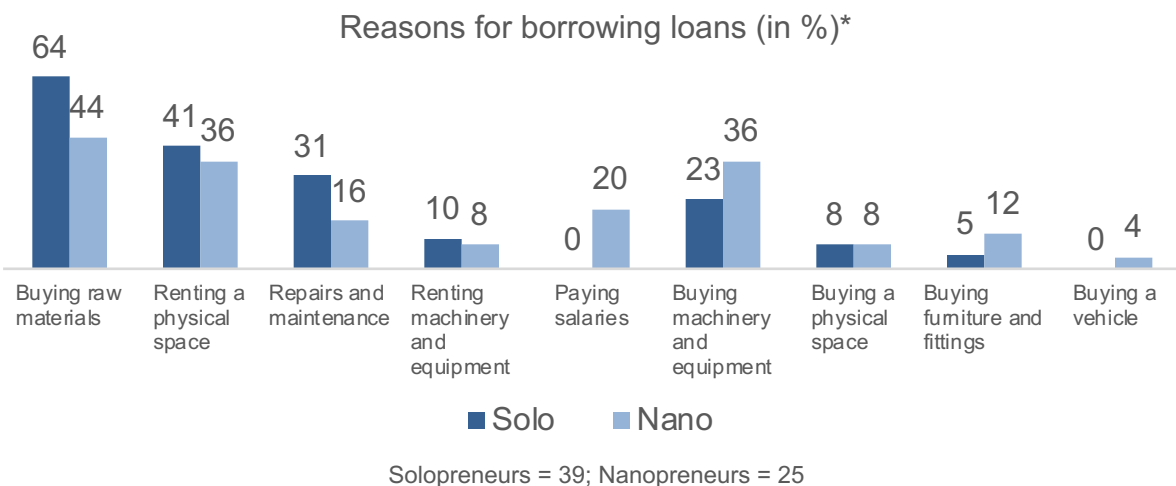
Women entrepreneurs largely use personal or family savings for capital needs, while a quarter rely on formal financial credit



Regardless of the source of funding, existing finances go into managing day-to-day expenses, impacting the ability to grow

- Women are stuck in a **cycle** wherein they are unable to expand their business due to financial constraints, and in contrast do not get external funding for growth-related needs, because of the financial burden it may create or because of being unable to take the financial risk.
- When they borrow loans, **women prefer smaller loans, at affordable rates of interest**, available in a short period of time. Thus, they are more likely to approach family/ friends when facing a cash crunch.

For those who have borrowed loans, working capital needs are the most common reasons



What is the key financial challenge faced by women entrepreneurs?

Those who try to avail formal credit find the process complex, and often face **rejection due a lack of documentation, credit history and collateral.**



How can they be supported financially?

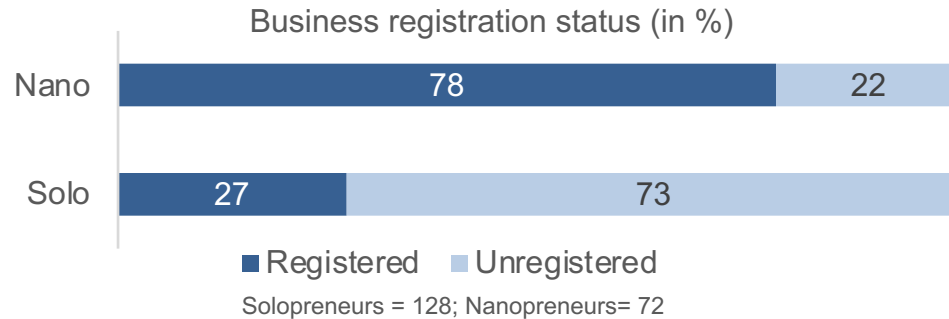
Data suggests that borrowing loans is not linked to higher revenue, indicating the need for **appropriate financial products coupled with advisory support** to ensure use of financial resources towards business growth.

*Formal Loans include loans from MFI, Banks, Govt and SHGs; Informal Loans include loan from friends/family and money lenders

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

Business registration: Nano-enterprises are more likely to be registered, while solo-enterprises require support with understanding the benefits and process of registration

Nanopreneurs are more likely to register their business, suggesting a link between formalisation and growth



As monthly business revenue increased, entrepreneurs were more likely to have registered their businesses

Registered enterprises based on monthly business revenue (in %)

Enterprises earning INR <60K	Enterprises earning INR 60K – 2L	Enterprises earning INR >2L
34%	80%	83%
n = 150	n = 44	n = 6

How are these businesses registered?

Entrepreneurs tend to register their business as a sole proprietorship, which requires only a current account in the company name.

Businesses being 'new', lack of awareness, and aversion of compliance processes are top reasons for not registering*

- 20% solopreneurs did not register due to a lack of awareness about business registration.
- 18% solopreneurs said they would register in the next few months while 13% solopreneurs believed that their businesses were too new to register.
- 9% solopreneurs did not want to get into compliance-related formalities.
- 11% nanopreneurs said they would register in the next few months and the remaining nanopreneurs did not face any challenges with the process.



How can entrepreneurs be supported to register their enterprises?

Solopreneurs require **support with building awareness** on the right type of company registration (basis their current size) and business planning support to identify key milestones for formalisation. There is also a need to drive awareness of the benefits of formalisation, bust the myth around inconveniences of compliance, and link solopreneurs to relevant low-cost services that can support with compliance-related procedures.

Unregistered nano-enterprises require limited to no support with registration.



"I did not want to get into tax related compliances, which is why I did not register my business." – A solopreneur

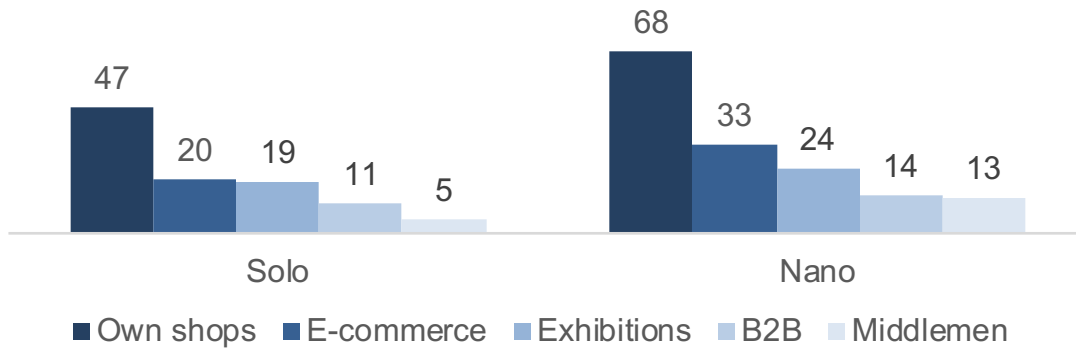
Sales: Nanopreneurs are more likely to diversify their sales channels and leverage digital channels to sell their products/services



Solopreneurs are likely to sell from 1 sales channel while nanopreneurs are likely to tap into 2 or more channels

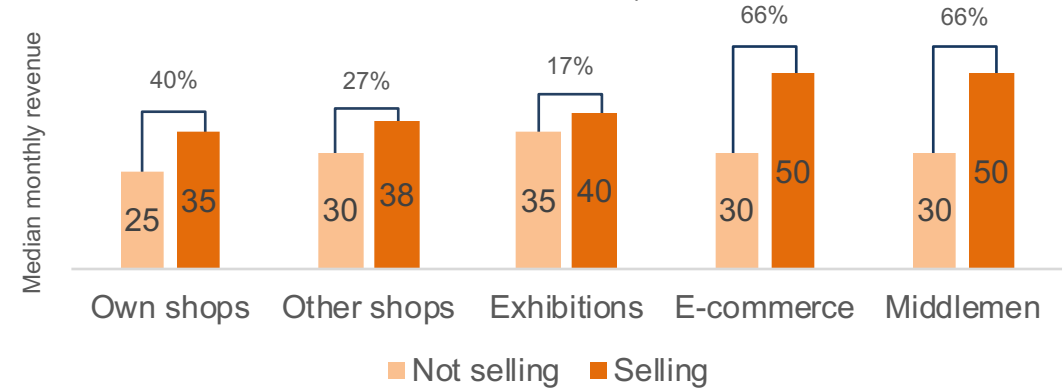
Enterprises selling through e-commerce and middlemen have higher median monthly business revenue

Types of sales channels used (in %)*



Solopreneurs = 128; Nanopreneurs = 72

Median monthly revenue & usage of marketing channels (in '000s)



- Solopreneurs are less likely to diversify sales channels, primarily selling from home and to their existing customer base, which is typically comprised of customers from within their personal network.
- Since selling through these sales channels is linked to lower revenue, solopreneurs are relatively limited in their ability to grow.

- Nanopreneurs are more likely to diversify their sales channels to include non-traditional methods such as e-commerce and online aggregators.
- Nanopreneurs are also more likely to use B2B sales channels such as retailers / wholesalers and middlemen.
- Since selling through these sales channels is linked to higher revenue, businesses owned by nanopreneurs have a relatively higher median business revenue.

"I have been duped by e-commerce platforms in the past. So, I am weary of using those in the future. I want to expand to a shop, but I need funding since the rent is high and the business has low margins."

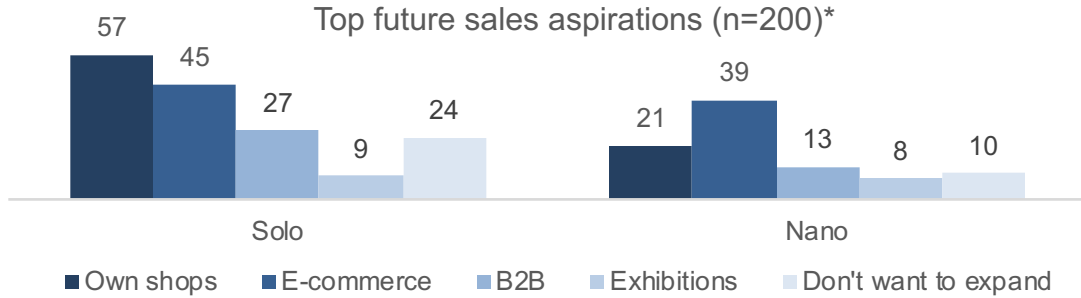
– An apparel retailer

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

Sales: Nanopreneurs need support in expanding to e-commerce / B2B channels; solopreneurs seek support with setting up a shop / establishment

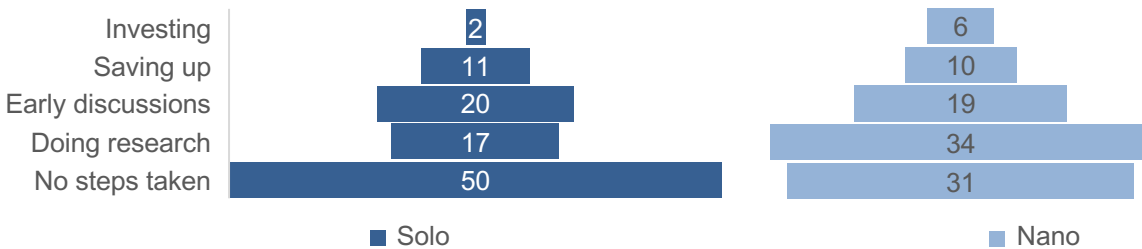


While solopreneurs aspire to set up their own establishments for sales, they are less likely to take concrete steps towards it



Solopreneurs = 128; Established = 72

Steps taken to expand sales channels (in %) *



Solopreneurs = 104; Established = 62

- Considering most solopreneurs are home based, 45% of them want to expand to their own shop / workshop and 35% want to use e-commerce and other social media websites in the near future.
- Nanopreneurs are keen to leveraging e-commerce and social media to expand their customer reach.

Building awareness about sales and providing entrepreneurs access to business networks emerge as a key need



What are the barriers to expanding sales channels?

Solopreneurs cite **limited exposure and time** as reasons for their inability to leverage multiple sales channels.

Almost half of the solopreneurs who were keen to expand had not taken concrete steps due to a **lack of knowledge** and relevant business networks.

Solopreneurs also **sought to increase their financial resources** before expanding their sales channels.

Nanopreneurs were more likely to have taken active steps to expand sales channels, and they too cited **lack business networks and finance** as key barriers to expanding their sales channels.



How can women be supported to expand sales channels?

Capability building towards identifying and adopting the right channels will boost the way **solopreneurs** approach their current sales.

Providing **nanopreneurs** with **access to the required business partnerships** and networking opportunities will enable them to further expand their sales channels.



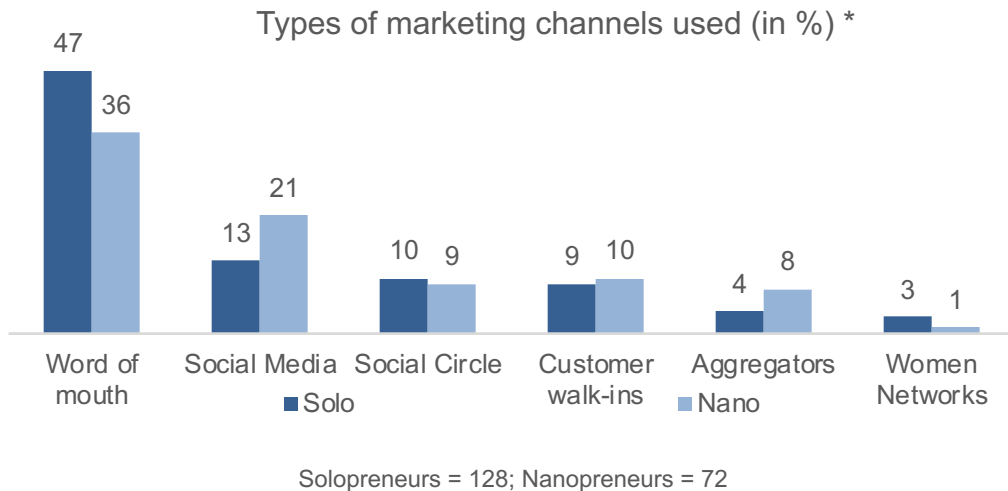
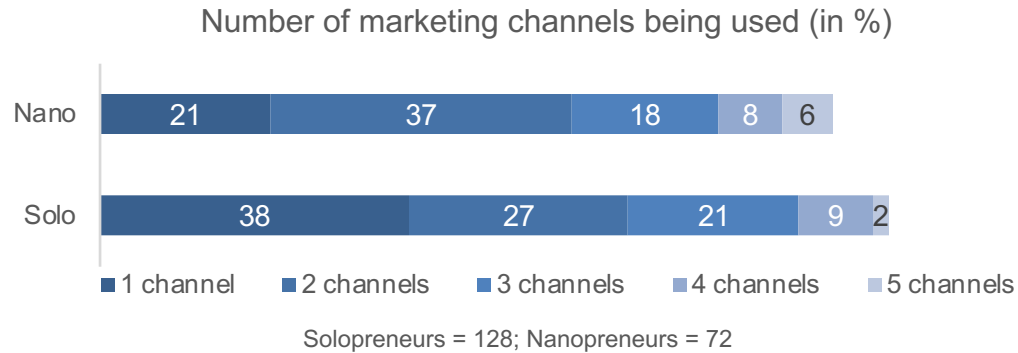
"I face a language barrier in selling through online channels. I want to hire a sales person to manage online sales."
– An apparel retailer

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

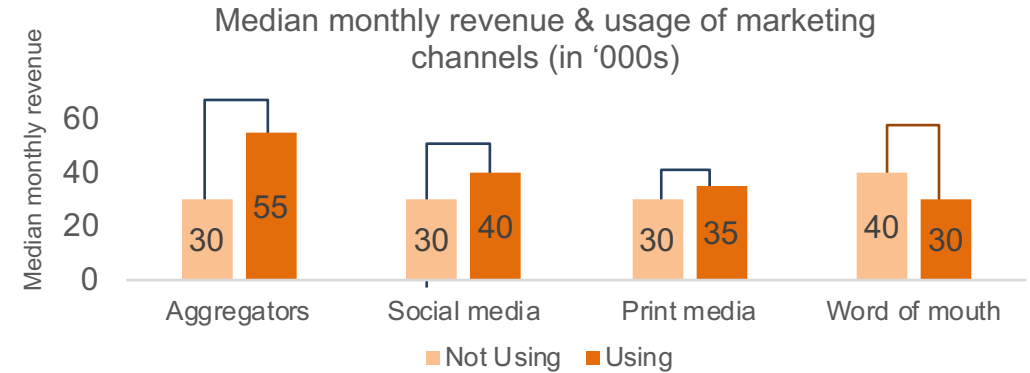


Marketing: Solopreneurs are likely to be restricted to personal networks for marketing purposes, while nanopreneurs are twice as likely to use formal channels

While solopreneurs are more likely to rely on informal marketing channels, nanopreneurs are likely to use diverse channels



The median business revenue of enterprises using formal marketing channels is higher than those using informal channels



Nanopreneurs are twice as likely to use formal marketing channels linked to higher revenue such as online aggregators (Practo, Zomato, Amazon, etc) and print media.



What challenges do solopreneurs face with marketing their business?

Solopreneurs face a time crunch in **single-handedly managing all aspects of the business**. They also lack awareness of the right marketing methods, most suited to their businesses.

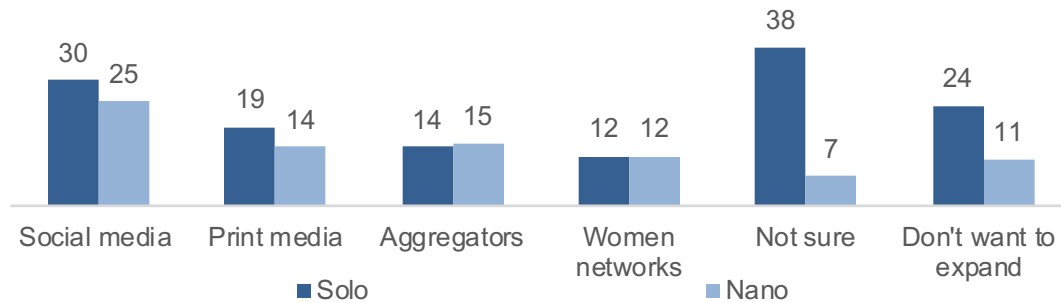
They tend to **focus their marketing efforts on informal channels** such as through word-of-mouth SHGs or free social media pages.

Marketing: Nanopreneurs require financial resources and partnerships to diversify marketing, while solopreneurs require awareness of the channels and partnerships



While entrepreneurs aspire to expand to social media and online aggregators, solopreneurs are likely to be unsure of marketing needs

Future marketing aspirations (n=200)*



Solopreneurs = 128; Nanopreneurs = 72

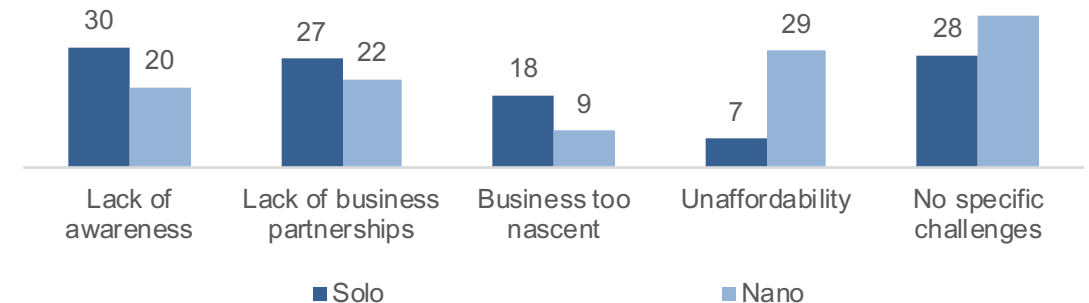
- 30% solopreneurs who want to diversify marketing channels are unaware of which channel they should expand to.
- Most nanopreneurs are able to identify the channels they want to expand to with the most popular being social media and online aggregators.



"I prefer giving discounts and focusing on customer retention rather than using paid marketing channels." – A Nanopreneur

Lack of awareness, limited business connections and unaffordability hold the entrepreneurs back from diversifying marketing channels

Support required in expanding to marketing channels (in %) *



Solopreneurs = 82; Nanopreneurs = 55



What are the barriers to expanding their marketing channels?

Unawareness and lack of knowledge results in solopreneurs resorting to use informal / obsolete marketing channels. Nanopreneurs are constrained by the lack of financial resources and business partnerships.



How can entrepreneurs be supported to expand their marketing channels?

Solopreneurs need the **information gap to be plugged** allowing them to identify the most suited marketing channels, relevant to their businesses.

While **nanopreneurs** are more open to the idea of paid marketing channels, they **require financial support and business networks** to tap into newer channels.

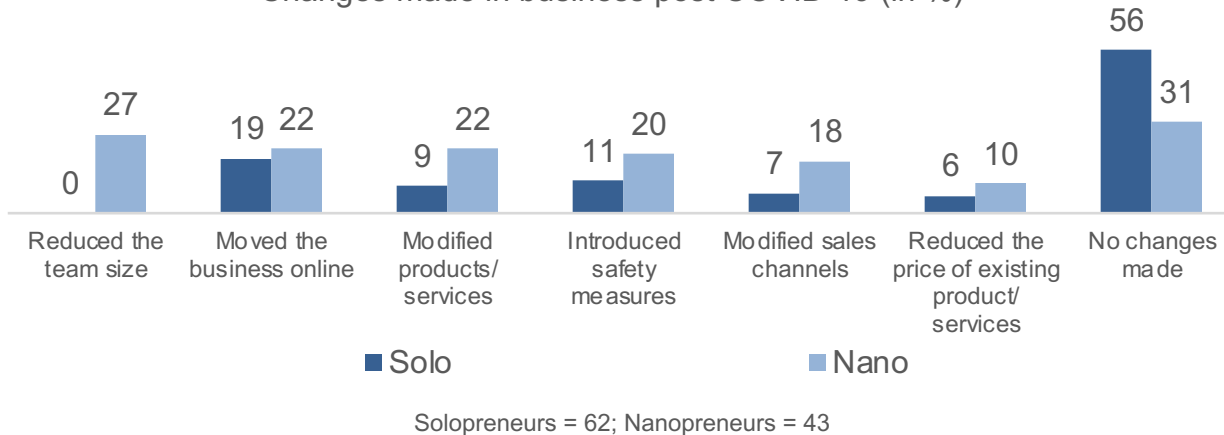
*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

Post-COVID: Nanopreneurs are more likely to pivot their business operations in the current scenario

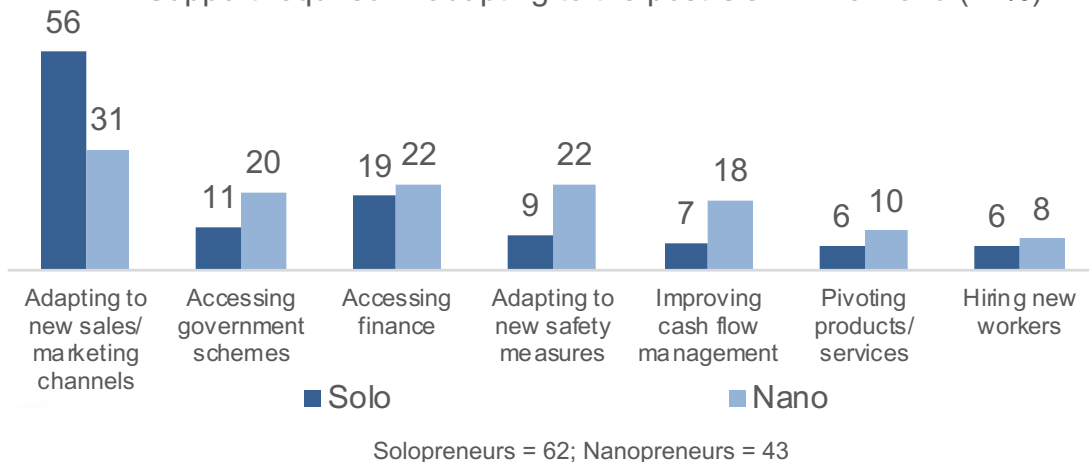


Nanopreneurs are more likely to make changes within their business to adapt to the post COVID-19 world

Changes made in business post COVID-19 (in %)*



Support required in adapting to the post COVID-19 world (in %)*



Identifying adjacent opportunities and infusing cash into the business are key needs for surviving the COVID-19 slump

- The most common **changes made by nanopreneurs** include reducing team size, moving the business online, and modifying products/ services.
- The most common **changes made by solopreneurs** include moving the business online, introducing safety measures, and modifying products/ services.



What is their key business challenge being faced, post COVID-19?

Entrepreneurs reported a sense of waiting and watching and are **unable to define a clear post-covid strategy.**

The lack of revenue in-flow is also restricting their business operations.



How can they be supported in this scenario?

Cash infusion, support with regenerating demand through market linkages and identifying long-term business strategies will be critical for women-owned businesses to sustain operations.

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

Contents



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Section 3: Growth-related challenges of solopreneurs and nanopreneurs

- a. Challenges faced and support required by women entrepreneurs across finance, sales, and marketing
- b. Impact of COVID-19 on solopreneurs and nanopreneurs

Section 4: Deep dive of solopreneur sub-segments

- a. Overview of segments
- b. Segment deep-dive
- c. Segment-specific recommendations to enable business growth

Section 5: Deep dive of nanopreneur sub-segments

- a. Overview of segments
- b. Segment deep-dive
- c. Segment-specific recommendations to enable business growth

Section 6: Annexures



Solopreneur enterprises are small, self-run businesses that are likely to be unregistered and funded by self or family

Solopreneurs are entrepreneurs who set up and run small businesses on their own. That is, they do not hire paid employees or workers and have a median monthly business revenue of INR 27.5k.

Two major solopreneur sub-segments, distinguished by growth orientation, emerged from the study:



Seeker

Solopreneur with a low growth orientation, who earns a monthly business revenue of INR <60k. Her business is typically home-based and unregistered.



Aspirant

Solopreneur with a high growth orientation who earns a monthly business revenue of INR <60k. Her business may be home-based or operated out of a shop / workshop, but continues to remain unregistered.

Post-COVID support:

Solopreneurs are unable to define a clear post-COVID strategy and require support with identifying long-term business strategies, regenerating demand, and infusing cash into the business.



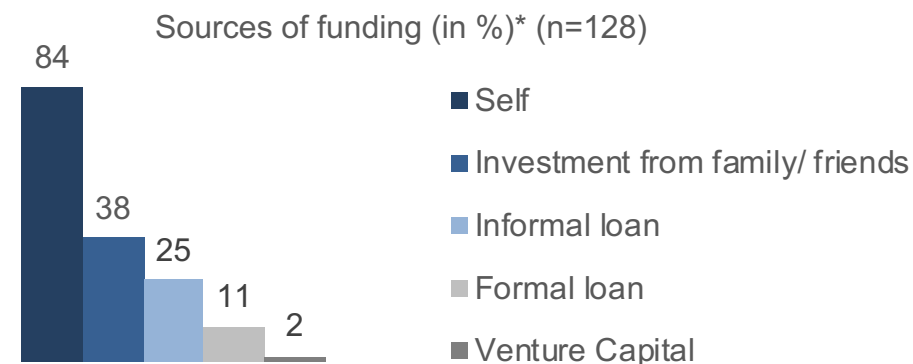
Formalisation: Solopreneurs are less likely to formalise their business, with only 27% solopreneurs registering their business

- Businesses being 'new', lack of awareness, and aversion of compliance processes are top reasons for not registering.



Financing: Solopreneur businesses are self-funded, with limited financial resources for business expansion

- While they borrow loans, day-to-day business expenses take up a major portion of their expenses and solopreneurs are unable to save for business expansion.



*Formal Loans include loans from MFI, Banks, Govt and SHGs; Informal Loans include loan from friends/family and money lenders

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

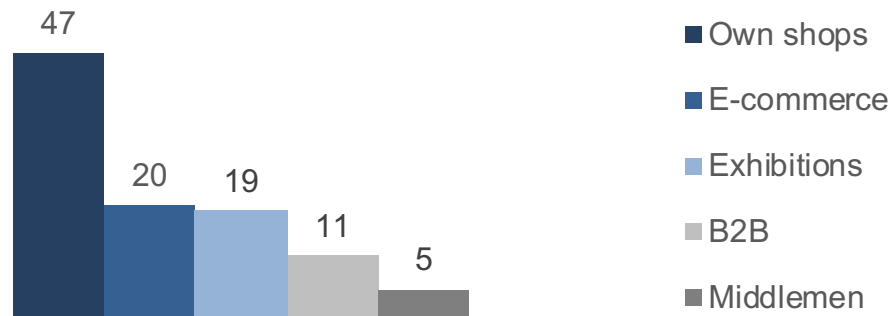
Solopreneurs are likely to rely on personal networks for sales and marketing due to limited bandwidth, lack of exposure and financial constraints



Sales: Solopreneurs are more likely to run home-based businesses & rely on personal networks for sales

- Solopreneurs cite limited exposure to diverse sales channels, lack of time and limited financial resources as limitations in expanding their sales channels.
- As a result, they focus on selling through home and their existing customer base, which is comprised of customers from within their personal network.
- Since selling through these sales channels is linked to lower revenue, solopreneurs are limited in their ability to grow.

Types of sales channels used (in %)* (n=128)



Marketing: Solopreneurs are likely to be restricted to personal networks for marketing purposes

- Solopreneurs face difficulty in single-handedly managing all aspects of the business. They also lack of awareness about the right marketing methods.
- Given this limitation, they tend to use informal marketing methods such as word of mouth or free social media pages.
- As a result, solopreneurs are unable to reach a wider audience to grow their business.

Types of marketing channels used (in %)* (n=128)



*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva



Solopreneur were further classified into 2 sub-segments, distinguished by demonstrated growth ambition



About the segment



Sales, marketing and customer engagement



Finance



Goals



Seeker (n=30)

Solopreneur with a low growth orientation, who earns a median monthly revenue of INR 20K. Her business is typically home-based and unregistered.

Examples of common business activities include home-based tailoring business, grocery shop or a small-scale beauty parlour.

- Tends to rely on single sales channels, typically selling through her personal networks and from home. A seeker usually has a small network of repeat customers.
- Does not proactively market her business and relies on existing customers and goodwill for business promotion.
- Prioritises providing low prices to secure customer satisfaction. Often customizes products / services to meet customer needs.

- Likely to have borrowed micro working capital loans, either through her SHG or as part of a JLG (through an MFI).
- Typically does not maintain books of accounts and does not have any specific processes for cash flow management.

- Aspires to open a dedicated shop or workshop and to grow her customer base, but has been unable to take any concrete steps towards meeting these goals.
- Least likely to hire in the next 1-2 years.



Aspirant (n=85)

Solopreneur with a high growth aspiration, who earns a median monthly revenue of INR 25K. She runs an unregistered business that may be home-based or operated out of a shop / workshop.

Examples include producing and selling handloom products or home decor; providing corporate wellness programmes.

- Tends to rely on personal and business networks as channels to sell her products / services, including selling at fairs / exhibitions or online.
- Uses low-growth marketing channels (pamphlets, etc) but is gradually making a shift to online channels of marketing.
- Focuses on improving customer experience through collecting regular feedback and providing value-added services.

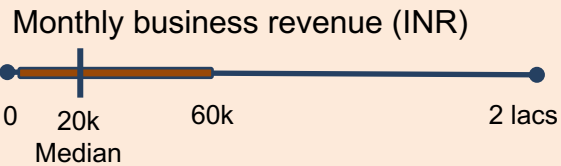
- An aspirant is least likely to have borrowed a loan and typically does not get family support in raising loans (collateral etc).
- Typically does not maintain books of accounts and does not have any specific processes for cash flow management.

- Aspires to expand sales channels (either through their own establishment or online) and has taken some steps towards this. For example, talking to potential business partners.
- Keen on hiring employees in order to grow the business.

Seekers are small scale solopreneurs who typically run home-based businesses and do not demonstrate strong growth orientation



Seekers are solopreneurs who have not taken any active steps towards growing their businesses, and continue to earn less than INR 60k per month



Entrepreneur profile



Seekers are typically **below the age of 45 years**



Seekers are less likely to have studied beyond **10th / 12th grade**



Seekers typically have a household income of **INR <50k per month**

Enterprise profile



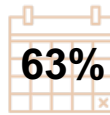
0 Paid employees



50% Home-based businesses



11% Registered businesses



63% < 5-year-old businesses

Nature of business



Tailoring business providing stitching and embroidery



Grocery shop and food stall in markets



Small scale **Beauty parlors**, run out of homes

I wish to sell my garments in showrooms and to women groups.

To achieve this I **need more equipment and raw material** to produce quantities preferred by showrooms. However, I **can't afford to make these investments** as I am running the business on my own and there is no support from family or friends. I just don't know how I can make this happen.

A Seeker



What has been the impact of COVID-19 on their businesses?

All entrepreneurs in this segment were interviewed between March and April 2020, due to which data on impact of COVID-19 is not available for this segment.

Seekers rely on personal networks for sales and marketing and are reactionary in their approach to customer engagement



Being home-based businesses, most Seekers rely on a single sales channel limited to their personal networks



Seekers do not proactively market their business and rely completely on existing customers and goodwill for business promotion



Relying heavily on recurring customers, Seekers prioritise quality while providing customised products / services



Seekers **have a limited hyperlocal customer base** since most of them have home-based businesses such as tailoring and beauty services



With **limited capacity (time and financial resources)**, Seekers prefer not to actively market their products/services



Being small scale solopreneurs Seekers regularly interact with customers and **prioritise customer satisfaction**



Seekers typically do not use diverse sales channels and only **6% leverage E-commerce platforms**



Seekers rely heavily on the **retention of customers** and acquire most new customers through goodwill / word-of-mouth



In order to retain customers, Seekers often **customise products/ services** focusing on **quality** and provide **value added services**



With limited channels to reach customers, seekers rely on their **personal networks such as friends/ family** and other informal groups



Due to **lack of bandwidth and exposure** only a handful of Seekers (15%) leverage **social media** for marketing purposes



Seekers are **unable to take steps to increase their customer base** beyond existing personal and business networks

Seekers are likely to take small-sized loans from SHGs or MFIs; but they possess limited financial management skills within their businesses

How do they fund their businesses?

Seekers prefer taking loans from SHGs and MFIs while also relying on savings from family and self for funding their businesses.

- With a demand for **nano-loans with low rates of interest**, Seekers find it convenient to avail loans from their local SHGs / informal groups.
- Most Seekers take funding for setting up infrastructure or for working capital needs, such as procuring raw materials for stitching and cooking.

How are their businesses performing?

Most businesses report a profit of 25-50% of their revenue.

- **In spite of earning the lowest revenue Seekers are profitable** since they incur limited expenses in their small-scale businesses.



My family extended their support to finance my business, because the business could potentially help the household become financially stable.

A Seeker

How do they manage cash flow?

- **With limited financial literacy**, Seekers either do not maintain books of accounts or maintain it roughly, resulting in a limited view of cash flow and business performance.
- With limited cash reserves and the need to use business profits for household expenses, close to 70% of this segment **accumulates savings for working capital requirements** of the business.
- When faced with sudden cash requirements, Seekers heavily rely on **informal loans from friends and family**.

Seekers are looking to expand their customer base and expand their business infrastructure for increased production / services



What are their top business goals?

1 Expand customer base

2 Expand the range of products and services offered to customers

3 Expand infrastructure to open a dedicated office/ factory/ workshop



What is their plan of action? What is stopping them from achieving their goals?

All Seekers wish to diversify sales channels, with 73% home based entrepreneurs wanting to **open their own office/work space**.

- With limited **financial resources and limited exposure**, 90% Seekers are unable to take concrete steps to expand their sales channels

90% entrepreneurs want to expand their marketing efforts, as an input to growing their customer base

- Seekers face **gaps in information and accessibility** with majority Seekers being **unsure of which channels are available** and how to access them

Nearly 70% Seekers express the need for loans either to **scale from home to a dedicated office/workshop** or to **expand range of products/ services**

- Seeker are largely unable to take any steps towards availing loans since they are unable to find small loans at low interest rates



How can they be supported to realise their goals?

Peer learning and group workshops to build self-efficacy, growth mindset and basic business skills

Sector-specific workshops to strengthen the product-market fit

Training on marketing with a focus on types of marketing channels and how to leverage them

Linkages to service providers for building digital collaterals

Workshops to build business-specific digital financial literacy

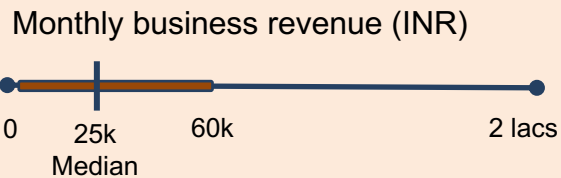
Access to nano-loans with low interest rates



Aspirants are solo-entrepreneurs with a high orientation to growing their businesses



Aspirants are solopreneurs who have taken some active steps towards growing their businesses and earn less than INR 60k per month.



Entrepreneur profile



Aspirants are typically **between the age of 26 and 45 years**



Aspirants are likely to have completed **graduation or post graduation**



Aspirants typically have a household income of **INR 20k - 80k per month**

Enterprise profile

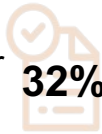


0 Paid employees



51%

Operate out of their homes



32%

Registered businesses



73%

< 5-year-old businesses

Nature of business



Handloom products including apparel and home decor



Wellness programs and mental health-related services



Packaged food and tiffin services for meals and snacks

I am personally involved in all aspects of my business including content designing, selling, marketing and finance. I am looking for a co-partner for my business so that I can expand my capacity to do more and grow.

An Aspirant



What has been the impact of COVID-19 on their businesses?

60% decline in revenue due to a shrinking customer base

- Aspirants are earning lesser revenue **due to loss of regular customers, reduction in overall spending in the market and cancellation of regular business events** due to social distancing norms

46% Aspirants have made changes within the business post-COVID

- Aspirants are strengthening their online presence by offering services online and marketing through social media platforms



How can they be supported?

Post lockdown, Aspirants need support in increasing their number of customers and modifying sales channels with a focus on online channels

Aspirants typically sell their products / services from their own shops, seek to expand their marketing efforts online and consistently engage with existing customers in varied ways



Aspirants rely on offline sales channels such as shops and exhibitions to sell their products / services



Aspirants recognise the need to build expertise in digital marketing and are slowly making a shift towards online channels of marketing



Aspirants focus on maintaining good customer relationships by interacting with them throughout the sales process



Aspirants sell directly to community members such as family / friends and other networks **from home or own shops and workshops**



Aspirants report **time constraints** as one of the reasons they haven't been actively able to market their business



Aspirants provide recommendations to customer during the purchasing process to improve their experiences



21% Aspirants are able to leverage **e-commerce** for sales, while **22%** sell their products **through other exhibitions and other markets**



Aspirants adopt marketing channels with **limited reach** such as word of mouth, pamphlets, sign boards, etc.



Aspirants **collect regular feedback** through in-person conversations, social media reviews and feedback forms



However, some Aspirants are experimenting with digital marketing channels such as **social media posts and advertisements**



Aspirants focus on retaining customers by **offer value added services and modify products/ services as per customer needs**



Aspirants are unable to leverage external funding, particularly loans, to expand their business

How do they fund their businesses?

As solopreneurs, Aspirants largely fund their businesses through savings and are least likely to borrow loans

- Women who want to borrow loans, often do **not receive support from their family** (moral support, arranging collateral) and **are thus reluctant to borrow loans**
- Women also report lack of **knowledge and mentorship** on how to build the right financial strategy for business expansion

How are their businesses performing?

Although their revenue is low, Aspirants manage to clock in a profit of 25% and above

- With **small-scale business and low overheads**, Aspirants are able to have high profit margins
- Few Aspirants earn profits of more than 75% which could **be possible as their businesses were relatively new**



I am completely self funded. I have been saving money for this venture since a long time

An Aspirant

How do they manage cash flow?

- While **82% of aspirants do not maintain formal books of accounts**, they express the need to gain knowledge on managing expenses and cash flow
- Aspirants are accumulating business savings to **fulfill a blend of business and personal needs**, often resulting in shortage of funds to invest in the business
- Nearly half of this segment is spending business earnings on **education of children** and other household needs
- When faced with sudden cash requirements, Seekers heavily rely on **personal savings** and **informal loans from friends and family**

Aspirants seek support in transitioning to new sales channels, and want to expand their business networks towards the same



What are their top business goals?

- 1 Expanding the range of products and services
- 2 Diversifying and expanding the customer base
- 3 Hiring employees



What is their plan of action? What is stopping them from achieving their goals?

Aspirants plan to expand to new sales channels, such as **online platforms, websites** and **offline establishments** (shops, stalls etc) and

- COVID-19 has boosted the transition to online platforms and Aspirants have started approaching sales channels to execute this plan

Aspirants want to expand to new marketing channels, popular ones being **social media and business specific online aggregators**

- Knowledge on best suited marketing channels and how to leverage them is the major roadblock faced by Aspirants

Aspirants seek loans either to **purchase machinery / equipment, raw material or to buy / rent a place of work (shop / office / workshop)**

- Aspirants have not taken steps to borrow future loans since they are looking for guidance on how to grow and fund their businesses before they can take a financial risk.



How can they be supported to realise their goals?

Group sessions to build awareness on the benefits of formalisation

Linkages to platforms for establishing a formal digital identity (Udyog Aadhar)

Training on marketing with a focus on types of marketing channels and how to leverage them

Linkages to service providers for building digital collaterals

Sector-specific, small group workshops on defining a sales strategy

Linkages to online sales channels and capability building to use various technology platforms

Online trainings on financial literacy and access to micro-loans and Joint Liability Groups

Recommendations for Seekers: Strengthen growth orientation and product-market fit

Key challenges:

- Limited aspirations to grow the business coupled with inability to set long term goals and business planning skills
- Lack of preparedness and knowledge to move into the digital era
- Inadequate product-market fit due to knowledge gaps in product / service quality and customer demand



Strengthen self efficacy

Peer learning and group workshops to build self-efficacy and growth mindsets

- Success stories and exposure to local role models to build self-efficacy and strengthen growth orientation
- Identification of clear business goals and vision for growth
- Information on basic bookkeeping, inventory management and cash flow management to improve business 101 skills
- Delivered by: Grassroots NGO Partner



Solve for market-related issues both on demand and supply side

Sector-specific workshops to strengthen the product-market fit

- Identification of market demand and relevant product/ service-specific markets/ target audience
- Linkages to service-delivery platforms, such as DeAsra, for assistance in applying for necessary certification (e.g. FSSAI for food businesses)
- Delivered by: Grassroots NGO partner



Tap into the growing digital ecosystem

Workshops to build business-specific digital literacy

- Digital financial literacy to improve business efficiency (digital payments, internet banking, online ledgers for example. Khatabook)

Linkages to low-cost services providers for building digital presence

- Linkages to platforms, such as DeAsra or Haqdarshak, that can assist entrepreneurs in establishing digital identity (Udyog Aadhar)
- Partnerships with an online catalogue application (e.g. i2e1) for building digital catalogues and mobile-friendly brochures

Recommendations for Aspirants: Build business skills and enable formalisation

Key challenges:

- Need support with business registration and compliance-related formalities
- Lack of know-how about the right marketing channels within their businesses, with heavy reliance on personal networks for sales
- Limited access to working capital loans for rent and raw materials
- Strengthen business processes and cash flow management, to effectively support business growth



Sector-specific, small group workshops to strengthen sales

Sector-specific workshops to strengthen the product-market fit

- Information on relevant marketplaces based on business maturity (e.g. Choosing between setting up a store versus selling on social media versus selling on an online marketplace)
- Knowledge on how to set up new sales channels (process, inventory management, order management, cash flows)
- Knowledge on building a clear business roadmap for expansion to newer sales channels (including financial forecasting)



Tap into the growing digital ecosystem

Establishing digital identity through Udyog Aadhar for easy access to government entitlements

- Group sessions on building awareness of the benefits of formalisation
- Linkages to platforms, such as DeAsra or Haqdarshak, that can assist entrepreneurs in establishing digital identity (Udyog Aadhar)

Linkages to low-cost services providers for building digital presence

- Introduction to paid digital marketing, SEO, SEM to strengthen brand presence
- Establishing basic digital presence through social media, email, website, free online listings with the help of service providers such as i2e1, DeAsra
- Partnerships with an online catalogue applications (e.g. i2e1) for building digital catalogues and mobile-friendly brochures

Enable financial literacy through online trainings

- Financial management skills, including cash flow management and business planning to forecast growth
- Digital financial literacy, including use of digital payments, internet banking, online ledgers (eg. Khatabook)



Access to relevant mainstream and alternative financing

Linkages for support with working capital and expansion needs

- Linkages to Joint-Liability Groups/ banks / NBCFs for small, collateral-free loans

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Nanopreneur enterprises are 'job-creating' businesses that are typically registered but continue to remain funded by self or family

Nanopreneurs are entrepreneurs who set up and sustain 'job creating' businesses. That is, they hire at least 1 paid employee or worker and have a median monthly business revenue of INR 50k.

Two major nanopreneur sub-segments, distinguished by business size, emerged from the study:



Seeker

Nanopreneur who hires 1-5 employees, earns a monthly business revenue of INR <60k and has high growth orientation.



Aspirant

Nanopreneur who hires 1-10 employees, earns a monthly business revenue of INR 60k to 2 lacs and has high growth orientation.

Post-COVID support:

Nanopreneurs have made changes to adapt their business, however, they are unable to define a clear post-COVID strategy and require support with identifying long-term business strategies and regenerating demand.



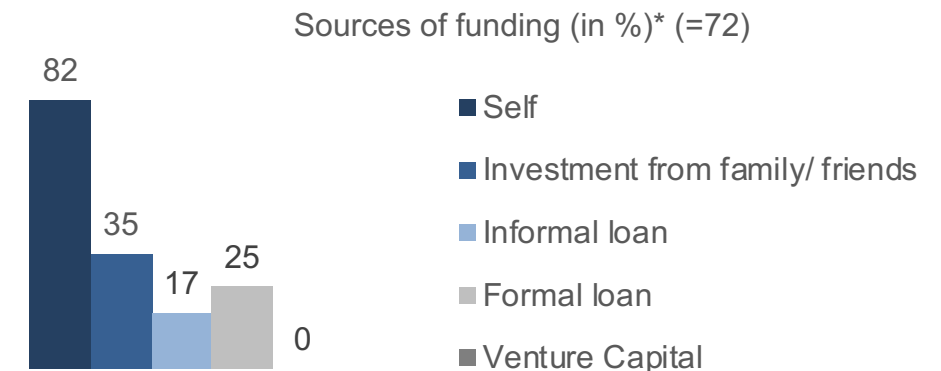
Formalisation: Nanopreneurs are more likely to formalise their business, with 78% solopreneurs registering their business

- Business being 'new' was the top reasons for not registering.



Financing: Nanopreneur businesses are largely self-funded, with a higher likelihood of having borrowed formal loans

- While they are more likely to borrow loans, day-to-day business expenses take up a major portion of their expenses and nanopreneurs are unable to save for business growth.



*Formal Loans include loans from MFI, Banks, Govt and SHGs; Informal Loans include loan from friends/family and money lenders

*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva



Nanopreneurs are likely to rely on diverse channels for sales and marketing and, as a result, are able to access relatively wider markets to grow their business



Sales: Nanopreneurs are more likely to rely on diverse channels for selling

- Nanopreneurs are more likely to diversify their sales channels to include non-traditional methods such as e-commerce and online aggregators.
- Nanopreneurs are also more likely to use B2B sales channels such as retailers / wholesalers and middlemen.
- Since selling through these sales channels is linked to higher revenue, businesses owned by nanopreneurs have a relatively higher median business revenue.
- Nanopreneurs typically require support with building business partnerships to further expand their market linkages.

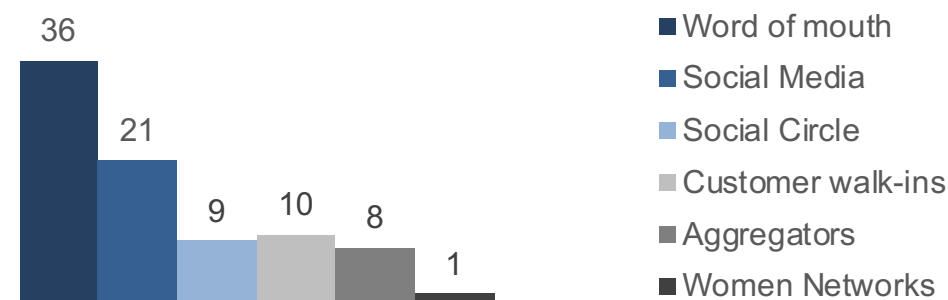
Types of sales channels used (in %)* (n=72)



Marketing: Nanopreneurs are likely to use multiple marketing channels to generate awareness about their business

- Nanopreneurs are twice as likely to use formal marketing channels linked to higher revenue such as online aggregators (Practo, Zomato, Amazon, etc) and print media.
- Nanopreneurs also use more than one marketing channel with the most common channels being word of mouth and social media.
- However, in most cases, their engagement on social media is unpaid and lacks a clear strategy for expansion.
- As a result, while nanopreneurs are able to reach a wider audience, as compared to solopreneurs, there is scope for them to better utilise various marketing methods.

Types of marketing channels used (in %)* (n=72)



*Multiple choice question, therefore figures may not add up to 200
Qualitative insights through in-depth interviews by Sattva

Nanopreneurs were further classified into 2 sub-segments, distinguished by size of business



About the segment



Sales, marketing and customer engagement



Finance



Goals



Striver (n=35)

Nanopreneur who earns a median business revenue of INR 35K, hires 1-5 employees and has a high growth orientation. Her business is registered and operated out of shops or workshops.

Examples include making clothes with sustainable fabrics, producing ready-to-cook meals or providing alternate therapy.

- Sells both offline and online and wants to establish the business' presence through her own website, shop or exhibitions.
- Having limited time and finances, largely relies on existing networks, and basic social media tools for marketing.
- Pays close attention to the quality of products / services, takes feedback and offers value-added services to retain customers.

- Seeks to borrow loans for capital investments, such as new machinery or infrastructure, but wants to establish her business first before taking a financial risk.
- Has basic processes in place for financial management of the business.

- Aspires to grow her customer base through e-commerce, online aggregators or own websites.
- Seeks to diversify marketing efforts to include channels that can help expand her customer networks.



Achiever (n=25)

Nanopreneur who earns a median business revenue of INR 1.5L, hires 1-10 employees and has high growth orientation. Her business is registered & operated out of an office or workshop.

Examples of businesses include running a baking school, B2B garment business or a chain of salons.

- Tends to use two or more sales channels, typically a combination of B2B and B2C channels, including leveraging e-commerce or selling through her own social media / website.
- Actively uses online marketing channels but lacks the financial resources to use paid forms of digital marketing.
- Is dedicated towards ensuring high quality and uniqueness of products / services to ensure high customer engagement.

- Relies on savings and friends/ family for finance, however, is likely to borrow formal loans
- Consistently maintains books of accounts and has credit / cash flow policies with suppliers / customers.

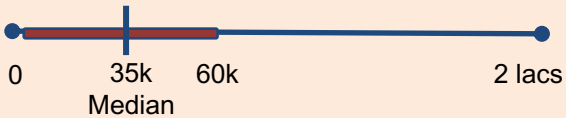
- Aspires to establish a *brand*, and wants to make the necessary investments in quality, packaging and communication.
- Seeks to expand sales to newer geographies (outside Bengaluru), ideally through B2B partnerships.

Strivers are nanopreneurs who currently hired 1-5 employees and have a strong orientation towards business growth



Strivers are entrepreneurs who have grown their teams to enable business expansion but continue to earn less than INR 60k per month

Monthly business revenue (INR)



Entrepreneur profile



Strivers are typically **between the age of 26 and 45**



Strivers have completed their **graduation or post graduation**

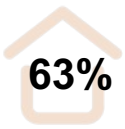


Strivers have a **household income** ranging from **INR 20k to INR >1.5 lacs**

Enterprise profile



1-5 Paid employees



63% Operate out of Home/ workshop/ office



60% Registered businesses



68% < 5-year-old businesses

Nature of business



Garment business using sustainable fabrics, handicrafts



Alternative medicine such as homeopathy



Food business offering ready-to-cook products

I shut down my transport business due to COVID-19 and moved to selling masala food items full-time. I had identified a demand for ready-made food products as it's an essential product and people want to prepare easy meals during the lockdown.

A Striver



What has been the impact of COVID-19 on their businesses?

80% decline in revenue due to decline in footfall

- Logistical challenges, import restrictions, disconnect with labor in other cities have impacted production, while reduction of demand has further reduced revenue

50% Strivers have made changes within the business post-COVID

- Strivers are modifying products / services and reducing team size to battle the impact of COVID-19. Food businesses are also focusing on hygiene



How can they be supported?

Post lockdown, Strivers need support in financial management, identifying new marketing channels and reinitiating their scaling plans which had to be put on hold due to the pandemic

Strivers have typically expanded to selling out of shops, b2b channels or online; however they continue to rely on traditional marketing channels



Strivers focus equally on both offline and online sales channels and cater to diverse customer segments



Strivers aim to generate demand for their product / service by communicating their value proposition



Strivers are focused on retaining their customer base and make consistent efforts in the backend to ensure customer satisfaction



Strivers are likely to run their businesses from **shops, stalls, clinics or home offices** and leverage **exhibitions** and **flea markets**



Strivers leverage diverse marketing channels such as **word of mouth, business networks, and social media**



Strivers ensure **there is high attention to detail in terms of production and delivery of products/ services**



Strivers also focus on building an **online presence**, with **60%** Strivers by leveraging **e-commerce, social media and websites**



While Strivers realise the importance of marketing, **financial constraints** limit their ability to build a brand



Strivers **collect regular feedback** and **take actionable steps to address the feedback**



Strivers also leverage **personal networks such as friends and family** and **business networks** for selling



Strivers **offer value added services, revise product / service in line with customer feedback** and **reduce the price point**



Strivers face challenges in accessing external funding, and primarily utilize business savings to run a profitable business

How do they fund their businesses?

As Strivers are trying to establish their brand, they want to seek external funding only when demand for their product has increased

- Strivers are **equipped to finance their businesses for the first few years** through savings, investment by business partners and support from family members
- Strivers primarily seek funding for **working capital needs** such as raw materials and buying/renting office space and machinery

How are their businesses performing?

Strivers are able to commit to the enterprise fully and develop a momentum in their operations

- **97%** Strivers are running **profitable businesses**, with 55% achieving profitability of 25-50% within a few years of operation



I tried to take a loan from the bank, but my request was denied because I did not have proper documentation and sufficient collateral

A Striver

How do they manage cash flow?

- With only **31%** Strivers maintaining **formal books of accounts**, there is a need to better manage cash flow and track business performance
- While only a small section of Strivers report facing a liquidity crunch, they rely on **personal savings or support from family and friends** to fulfill immediate liquidity requirements
- Strivers accumulate business savings to **invest back into the business**, with only a smaller portion being invested into the household

Strivers seek to expand their products, diversify their customer base and grow their team



What are their top business goals?

- 1 Expanding the range of products and services offered to customers
- 2 Diversifying and expanding their customer base
- 3 Building a team that is aligned to the business



What is their plan of action? What is stopping them from achieving their goals?

Majority Strivers plan to expand to **e-commerce** and offline channels such as **stalls, exhibitions, and shops**

- Strivers have a sales strategy to diversify sales channels in the future and are able to approach service providers

91% Strivers want to expand to new marketing channels, with popular ones being **social media, online aggregators and women networks**

- High cost and lack of expertise in marketing limit Strivers from growing their marketing efforts, with most planning to hire marketing experts

Strivers primarily seek loans for expanding buying a physical space/ machinery, **marketing efforts and hiring**

- Majority of them, however, have not taken steps to seek external funds indicating a need for funds but aversion to external funding at present



How can they be supported to realise their goals?

Strengthening self efficacy of strivers through business incubation/ cohort-based programmes to enable mass entrepreneurship

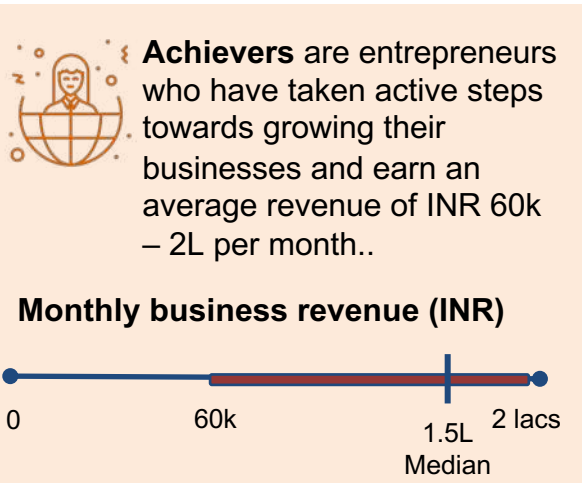
Trainings to strengthen marketing efforts and solve for market related issues on both demand and supply side

Tapping into the growing digital ecosystem through linkages to online sales channels and low-cost service providers for digital marketing

Linkages to Banks/NBFCs for small business loans, providing access to relevant financing



Achievers are job creators, running relatively larger businesses and are reported to be the most agile in sustaining their business post COVID-19



- ### Entrepreneur profile
- Achievers are typically **between the age of 26 and 45 years**
 - Achievers have completed **graduation or post graduation**
 - Strivers have a **household income** ranging from **INR 20k to INR >1.5 lacs**

I want to expand my business in such a way that I earn at least INR 10,000 per day and I am able to build my own house

An Achiever

What has been the impact of COVID-19 on their businesses?

76% decline in revenue due to disruption in demand

- Fixed monthly expenses such as salaries, rent etc. without a stable inflow of revenue, due to change in consumer demands and habits have severely affected revenue

88% Strivers have made changes within the business post-COVID

- Achievers are making various modifications to their businesses, such as moving it online, changing sales channels, reducing the team size and modifying their products/services as per demand

Enterprise profile

- 1-10 Paid employees**
- 88% Operate out of offices/ workshops**
- 96% Registered businesses**
- 76% < 10-year-old businesses**

Nature of business

- B2B garment businesses** including embroidery or readymade garments
- Chain of salons/ beauty parlors/ spas**
- Food businesses** including B2B baking businesses and baking classes

How can they be supported?

Post lockdown, Achievers need support in identifying skilled and cost-effective labor while pivoting their sales channels; access to finance to continue their operations remains another key need

Achievers use a mix of B2B and B2C channels for sales; however marketing investments are not yet considered a priority



Achievers tend to diversify their sales channels to reach customers through both B2B and B2C channels across multiple locations



While Achievers aspire to establish a brand and use paid forms of marketing, they lack financial resources to scale up these efforts



Achievers are dedicated towards ensuring high quality and maintaining uniqueness of products/ services



Majority Achievers sell their products/ services from **their own workshops / offices** and other establishments



While Achievers largely rely on unpaid social media marketing due to lack of finances, they are more likely than other segments to use **paid forms of marketing such as print ads and aggregators**



Achievers work relentlessly to maintain quality, and **provide refunds and replacements** for sub standard quality products/ services



To keep up with changing consumer habits, **56%** Achievers leverage online channels such as **e-commerce, social media and websites**



Achievers focus on marketing not only as a means to attract more customers but as a way to **build a brand**



Achievers ensure their staff provide the right quality of products/ services to customers by **maintaining strict protocols**



Achievers are able to leverage **personal networks such as friends and family and business networks** for selling



Achievers also provide various benefits like **value added services and reduced prices** to retain customers

Achievers are more likely to take financial risks and seek out external funding (among other options) to scale their business

How do they fund their businesses?

Achievers rely on savings and friends/ family for finance, however, are likely to borrow formal loans

- When they borrow loans, Achievers are most likely to approach banks and friends and family
- Some Achievers also borrow loans from government institutes such as Karnataka State Finance Corporation and DIC due to low interest rates
- Achievers take external funding for **infrastructural requirements** such as buying machinery/equipment and expanding physical establishments such as offices or shops

How are their businesses performing?

Most businesses report a profit of 25-75% on their revenue.

- Despite higher overheads, Achiever-led businesses remain profitable



I know it's a huge investment, but I gave my house on collateral to take a loan of Rs. 17.5 Lakhs, for a machine that will help me produce the garments in bulk

An Achiever

How do they manage cash flow?

- All Achievers maintain **books of accounts either a roughly or systematically**
- Achievers mention that **fixed repayment policies and financial skills** will help them improve cash flow management
- Having larger businesses, Achievers may face cash flow issues till they break even and require knowledge on **business planning and financial management**

Achievers aim to further leverage e-commerce and B2B channels, expand their markets outside of Bengaluru and establish their brand



What are their top business goals?

1 **Expand geographies and increase their customer base**

2 **Expand the range of products and services offered to customers**

3 **Increase team size by hiring new employees**



What is their plan of action? What is stopping them from achieving their goals?

Majority Achievers want to expand to newer geographies and sell through **e-commerce and B2B channels**

- While most women have started contacting these channels and are doing preliminary research, many women are focusing on establishing their brand within their current markets

76% Achievers want to diversify marketing channels, with popular ones being **social media, online aggregators and other businesses**

- Although Achievers are tech savvy and are looking to build a strong brand, time and financial resource crunch limits them to more traditional/ low-growth marketing approaches

Achievers are relatively more **open to external funding** and require loans to **expand infrastructure, pay salaries and increase production**

- While Achievers are open to external funding, they need support with identifying the most appropriate funding opportunities and identifying the right financial products



How can they be supported to realise their goals?

Sector specific 1-1/small group mentoring for skill building to strengthen entrepreneur efficacy

Group workshops on brand building through low cost platforms to tap into the growing digital ecosystem

Access to forums for entrepreneurs to optimise learning opportunities to solve for market related issues

Access to seed funding and angel investors for long term capital needs

Mentoring opportunities to enable post COVID recovery of businesses



Recommendations for Strivers: Provide incubation support to unlock growth

Key challenges:

- Establishing a long-term business strategy for growth and a go-to-market strategy
- Establishing online presence for their businesses (for discoverability and sales)
- Accessing working capital loans as strivers expand their production, sales and marketing capacity
- Lack of capacity to focus on marketing efforts



Strengthen self efficacy

Business incubation/ cohort-based programme to enable mass entrepreneurship

- Incubation/ cohort-based support related to creating a business plan including organisational vision and culture and a go-to-market strategy
- Regular check-ins at milestones to assess progress, create feedback loops, and help entrepreneurs course correct



Solve for market-related issues both on demand and supply side

Trainings to strengthen marketing efforts

- Knowledge of various marketing channels and selecting the right one for their businesses based on sector and size
- Knowledge of managing online marketplace including managing orders, inventory and cash flow



Tap into the growing digital ecosystem

Linkages to online sales channels for assisted on-boarding

- Sector-specific linkages to platforms such as Amazon, Flipkart, Zomato, Swiggy etc
- Linkages to relevant/ niche online opportunities for small-scale entrepreneurs (e.g. Meesho, Shop101, GlowRoad, FoodyBuddy, Ootabox, etc)

Linkages to low-cost services providers for digital marketing

- Establishing basic digital presence through social media, email, website, free online listings with the help of service providers such as i2e1, DeAsra



Access to relevant mainstream and alternative financing

Linkages for support with working capital and expansion needs

- Linkages to SMBs / banks / NBCFs for small, collateral-free loans to fulfil growing orders and business expansion requirements

Recommendations for Achievers: Strengthen business networks and digital ecosystem

Key challenges:

- Unable to establish a brand in the ecosystem due to limited know-how
- Limited business networks / partnerships and know-how for accessing B2B / digital sales channels and business partnerships
- Limited financial resources to invest in R&D, infrastructure, machinery / equipment
- COVID-19 has resulted in a 76% decline in revenue, coupled with persisting fixed costs



Strengthen entrepreneur efficacy

Sector-specific individual/ small group mentoring on an on-going basis

- Incubation/ cohort-based support related to creating a business plan including organisational vision and culture, go-to-market strategy, branding and marketing, and applying for seed fund/ angel fund
- Regular check-ins at milestones to assess progress, create feedback loops, and help entrepreneurs course correct



Solve for market-related issues both on demand and supply side

Access to entrepreneur-specific forums to enable peer-learning and networking

- Discovery and networking platforms for potential business partnerships
- Peer learning to optimize online digital sales channels, specific to their sector/ business activity



Tap into the growing digital ecosystem

Group workshops to strengthen brand building skills

- Introduction to paid digital marketing, SEO, SEM to strengthen brand presence
- Knowledge of low-cost digital platforms (social media) and influencer marketing for brand building



Access to relevant mainstream and alternative financing

Access to seed fund / angel investors to provide long term capital

- Skill building related to raising capital investment (creating business plans, financial projections, and pitch decks)
- Linkages with angel investors and VC funds to provide long-term for R&D, infrastructure, and other business investments



Support for COVID-19 induced challenges

Individual mentoring to enable business recovery post-COVID

- Tapping into the growing digital ecosystem to ensure business continuity post-COVID
- Identification of adjacent business opportunities based on changing market needs
- Access to short-term business recovery loans

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Majority research participants were middle aged, educated women entrepreneurs from lower-to-middle income households

Age

70%

of the research participants were **between 25 – 46 years of age**

23%

of them were **above 46 years of age**



Education Qualification

59%

of the participants were either graduates or postgraduates

15%

of the participants had studied **up to 10th standard** and **12%** up to **12th standard**



Monthly household Income

53%

of the participants had their monthly household income below **INR 50,000**

13% participants had their monthly household income in the range of **INR 50,000 to 80,000**

18% participants had their monthly household income in the range **INR 80,000 to 1,50,000**



Women entrepreneurs interviewed, across the 4 priority sectors, largely ran small-scale businesses with 0-5 employees and revenue of up to INR 60k per month

Entrepreneurs were distributed across sectors to ensure sector-specific representation of women entrepreneurs (n=200)



35%

Apparel & Textile

n=69



33%

Food

n=65



23%

Beauty, health, wellness

n=45



9%

Education

n=18

Majority women entrepreneurs earned monthly business revenue of up to INR 60k, with the median at INR 30k



78% entrepreneurs earned less than INR 60k



19% entrepreneurs earned between INR 60K and 2L



3% entrepreneurs earned between INR 2L and 3L

97% of the women entrepreneurs hired 0-5 paid employees / workers

64% women entrepreneurs were solopreneurs



0

33% ran businesses with 1-5 paid employees



1-5

3% employed more than 5 employees



5+

67% entrepreneurs had been running their businesses for under 5 years



<1 year
18%



1-5 years
49%



5-10 years
19%



10+ years
14%

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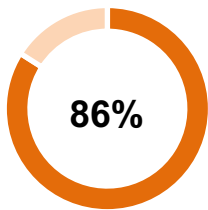
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Majority of the businesses were self-owned, and nearly half were registered

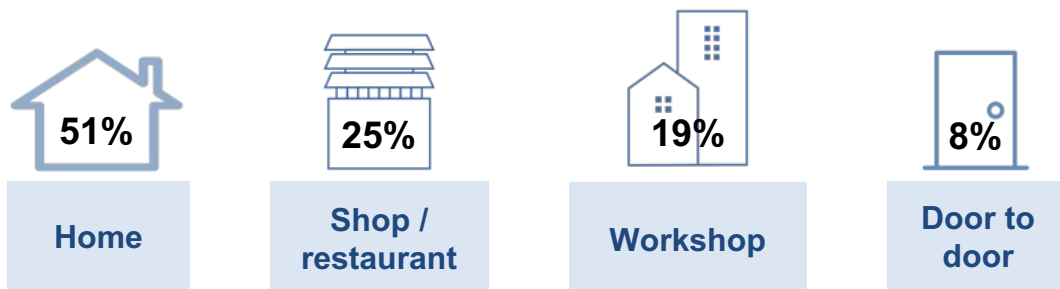
Businesses surveyed were majorly self-owned (n=200)



- 86% business were self owned, and 14% were co-owned with either a business partner or family members

■ Self Owned ■ Others

51% businesses were run out of home while 25% were run out of a shop, cafe, restaurant or center



- With limited capital investment, fewer employees and low margins, it was observed that majority women ran home-based businesses
- Entrepreneurs also ran their businesses through their own establishment, either through offices, factories, workshops or shops and food stalls (majority of which are rented)
- Only 3% entrepreneurs ran their businesses from other work spaces such as co-working spaces or community centres

Nearly half the businesses were registered

46% survey participants had registered their business and 16% aspired to register in the coming months^{\$}



36% women could not / did not want to register their businesses, due to the following reasons:

- The most prominent reason included the lack of awareness about the process
- Women entrepreneurs did not want to involve themselves in compliance related procedures, which they believed were too complex
- Women entrepreneurs who had been running their businesses for less than 2-5 years did not want to register because 'their business was too new'
- Women entrepreneurs, in certain cases, also did not see the benefit of registering their businesses

[&]Respondents who answered "don't know" are not shown, so figures may not sum 100%
It is a multiple choice question, so figures may not sum 100%

Key steps followed to estimate growth in number of women-owned enterprises from 2013-2014 to 2019-2020

1

Economic census data used to identify number of enterprises across priority sectors, as of 2013-14

Data from 6th Economic Census 2013-2014; NSS 73rd Round 2015-16 was used for the following:

- To identify the number of enterprises (total and women-owned) in
 - Bengaluru (total), and
 - Bengaluru Rural
 - Bengaluru Urban
- Size of women-owned enterprises in Bengaluru, based on:
 - Number of hired workers
 - Number of non-hired workers
- Major source of finance for women-owned enterprises in Bengaluru

2

Calculated sub-sector specific growth percentages (to calculate growth in number of enterprises)

Estimated a growth percentage for women-owned enterprises in 2019-2020 by:

- Identifying GSDP between 2013-2014 and 2019-2020
- Sub-sector specific growth, using industry benchmarks

3

Calculated CAGR for each sub-sector and applied it to the Economic Census data to project numbers to 2019-20

1. Identified the CAGR for number of women-owned enterprises in 2013-2014 and 2019-2020, using the data points mentioned in step 2
2. Applied sub-sector specific CAGR to the EC data to project growth in women-owned enterprises from 2013-14 to 2019-20



Methodology to calculate CAGR in number of women—owned enterprises from 2013-2014 to 2019-2020

Rationale	Assumption	Calculation
<p>1 GSDP per capita growth adjustment To account for increase in number of enterprises due to economic growth in the state.</p>	<p>Ratio of number of enterprises to GSDP* per capita remains constant</p>	<p>i) Find total number of women-owned enterprises in 2019-2020 solving the following equation:</p> $\frac{\text{Number of enterprises in 2013 – 2014}}{\text{GSDP per capita in 2013 – 2014}} = \frac{\text{Number of enterprises in 2019 – 2020}}{\text{GSDP per capita in 2019 – 2020}}$
<p>2 Sub-sector level growth adjustment To account for increase in number of enterprises due to specific sub-sector related factors</p>	<p>Growth rate between two year remains constant</p>	<p>i) Find sub-sector level multiplier by using the following formula:</p> $\frac{\text{Annual growth of sub – sector between 2013 – 2014 and 2019 – 2020}}{\text{GSDP growth rate between 2013 – 2014 and 2019 – 2020}}$ <p>ii) Multiply the ratio received above by number of new enterprises that were established between 2013-2014 and 2019-2020 due to GSDP per capita growth adjustment</p> <p>iii) Add total number of new enterprises calculated in step above to the number of enterprises in 2013-2014</p> <p>iv) Use increase in number of enterprises from 2013-2014 to 2019-2020 to calculate CAGR</p>

Calculation of sub-sector specific growth (For reference)

Industry	Sub-sector	Indicator	Per annum growth rate	Source
Food	Food Processing & Packaging	Annual average growth rate in MSME enterprises in Karnataka in "Manufacturing of Food Products and Beverages"	33%	Economic Survey - Karnataka
	Food Retail	CAGR of Industry	9%	ASSOCHAM-TechSci Research
	Food Service	CAGR of Industry	9%	RestarauntIndia.in
Apparel & Textile	Manufacture of Textile	Annual average growth rate in MSME enterprises in Karnataka in "Manufacturing of Textile"	37%	Economic Survey - Karnataka
	Manufacture of Apparel	CAGR of Industry	10%	IBEF
	Wholesale & retail sale of apparel and textile	CAGR of Industry	10%	India Retailing
Beauty, Wellness & Healthcare	Beauty	CAGR of Industry	9%	Redseer
	Wellness	CAGR of Industry	9%	Redseer
	Healthcare	Annual average growth in number of registered nurses and midwives	12.5%	FICCI
Education	Primary	Annual average growth rate in number of private unaided schools in Karnataka	4%	Education Department of Karnataka
	Secondary	Annual average growth rate in number of private unaided schools in Karnataka	4%	Education Department of Karnataka
	Higher	Annual average growth rate in number of colleges in Bengaluru	2%	All India Survey on Higher Education, Government of India
	Other	Annual average growth rate of private tuition industry	7%	The Week

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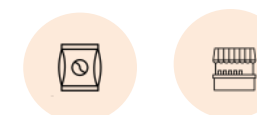
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India's food processing and food retail industries have seen a growing demand for ready to eat foods and healthier options



Digital penetration has not only expanded avenues to diverse sales channels, but has also improved people's access to information on organic, healthier and more sustainable options which has impacted consumer behaviour

With online aggregator such as Amazon, Zomato etc. more women have adopted technology to widen their reach. However, awareness of further non-traditional tech-based platforms will help women scale

1110	9235	84%
Number of women owned food processing enterprises in Bengaluru	Number of women owned food retail enterprises in Bengaluru	Food processing and retail enterprises of all women owned food enterprises



Sale of packaged products through online aggregators such as Amazon



Last-mile delivery for e-commerce platforms



Sale through online website for products
E.g. Snackible

Growth in demand for ready-to-eat foods and snacks

1 Overall snack product market (inclusive of sweetmeats) in India is estimated at INR 250 billion in 2018 with the industry growing at a rate of 7% p.a

Shift towards healthier organic options with low or natural preservatives

2 The Indian organic food market was expected to grow in the short-term at a CAGR of 20% - taking it above the INR 140 billion* mark by 2024

Rise in sustainably sourced food with eco-friendly packaging


3 Globally, the green packaging market registered a value of INR 16,590 billion^ in 2019 and is expected to be INR 21,910 billion in 2025 with a CAGR of 5.7%.

Online platforms and aggregators allow local brands and small businesses to reach a national audience

4 Share of regional brands in Consumer Packaged Goods Industry was 13% in 2018 and is rising.



Physical mom-and-pop stores and outlets
E.g. Rajvardhan Foods



Omni-channel model which includes online and physical stores
E.g. MTR

Impact of COVID-19: Decline in demand, increased cost of capital, reduced access to quality raw materials, limited availability of labour and seasonal nature of supply and demand are expected to slow down the projected growth of the food processing and retail sectors. Food retailers are expected to earn only 60% as compared to last year's revenue. However, the recovery period is expected to be 6-12 months.

While there is high reliance on labor in the food processing and retail sector, lower margins force women to take the help of unpaid labor



Women-owned food processing enterprises are commonly home-based and family run, thus 95% enterprises leverage the support of unpaid workers with high reliance on personal savings

Distribution of women-owned food processing enterprises basis sources of funding (n=~1110)

83%

Of all women owned food processing enterprises are **Self-funded**

50%

Of women hiring between 3 to 5 workers relied on govt sources/ financial institutions and other sources

Majority women rely on self-funding, especially those with 0 hired workers. WEs are often averse to availing credit for business expansion and have limited knowledge of low-cost options

Distribution of women-owned food processing enterprises basis number of workers# (n=~1110)

74%

Have 0 hired workers

26%

Have at least 1 hired worker

2.5%

Have more than 5 hired workers

Most food processing enterprises, with 1-2 non-hired workers, operate on small profit margins and may see limited unassisted growth.

Food retail businesses are typically not run by single individuals. Data reveals heavy reliance on casual workers / family depicting scope for job creation

Distribution of women-owned food retail enterprises basis sources of funding (n=~9235)

85%

Of all women owned food retail enterprises are **Self-funded**

26%

Of women hiring between 1 to 2 workers relied on govt sources / financial institutions and other sources

With 12 million mom-and-pop stores in India, operating out of a few square feet, need for capital to start a business is relatively lower. Most women rely on self-funding to operate these stores

Distribution of women-owned food retail enterprises basis number of workers# (n=~9235)

77%

Have 0 hired workers

23%

Have at least 1 hired worker

<1%

Have more than 5 hired workers

Women entrepreneurs in food retail typically operate mom-and-pop stores / sell from home and take the help of unpaid workers to run the business.

The food services sector has been predicted to grow at ~10% CAGR between 2018 and 2022; this has presently slowed down due to COVID-19



There is a growing importance of customer service and feedback in determining success which is further amplified post COVID-19. Improvising to cater to customer needs and preferences will save most enterprises from going redundant

With 100% women owned enterprises taking the help of unpaid members, there is huge employment potential within this sub-sector. Infusing capital could play a key role in unlocking greater opportunity

1930

16%

Number of women owned **food service enterprises** in Bengaluru

Food service enterprises of all women owned food enterprises

Rise in online delivery with increasing number of cloud kitchens

1 Indian online food delivery market for both aggregators and cloud kitchens is expected to become an INR 350 billion* opportunity by 2023. While COVID-19 has resulted in at least a 60% decline in online orders, recovery is underway.

Popularity of quick-service restaurants and casual dining

2 Quick-service restaurants and casual dining comprise of 75% of market in the Industry. These restaurants have seen up to 90% decline in dine-in during the lockdown and through the fiscal year may see a 50% revenue decline.

Emerging business models in food retail



Quick service restaurants and cafe



Cloud kitchens, tiffin services



Cooking classes/ workshops for chefs



Caterers, stalls and pop-up stores at public events

Distribution of women-owned food service enterprises basis sources of funding (n=~1930)

84%

Of all women owned food service enterprises are **Self-funded**

23%

Of women hiring between 1 to 2 workers relied on govt sources / financial institutions and other sources

women operating smaller units find it difficult to avail formal loans primary due to a lack of knowledge on the right loan products and borrowing options, complex processes and lack of adequate paperwork.

Distribution of women-owned food service enterprises basis number of workers# (n=~1930)

53%

Have 0 hired workers

46%

Have at least 1 hired worker

8%

Have more than 5 hired workers

Women entrepreneurs in food service may simultaneously also take the help of non-hired workers on a temporary and informal basis because profit margins are narrow especially in physical restaurants

#Hired worker – hired and paid wages on a regular basis; Non-hired worker – unpaid, family worker

Meeting changing customer demands, establishing safety processes and enabling access to digital marketplaces will be critical to mitigate the impact of COVID-19 on food enterprises



Meet changing demands

COVID -19 has changed consumer demands, particularly for food. There is greater emphasis on hygiene and high-quality food. It will be imperative for enterprises to secure the right products, services and compliance-related clearances to be able to effectively cater to these changing needs.



Tap into digital markets

As dine-in will continue to remain the less preferred option, food enterprises will have to rapidly shift to selling their products and services on digital marketplaces, which will pose a greater opportunity for business recovery and growth in the post-COVID world.



Set-up processes

Food businesses will have to play a stronger role in establishing processes for food handling and serving, including standard operating procedures, PPE, contactless delivery and cashless transactions, to consistently build back customer trust and gradually grow their market reach.



Secure licenses

Ensuring that business secure licenses that are reflective of their safety compliance standards. This can be done alongside leveraging various government schemes and entitlements that have been extended post-COVID, as part of business recovery efforts.

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Apparel and textiles had the highest expected CAGRs and high concentration of women-owned enterprises; will require post-COVID recovery



There is increased spread of organised retail across the country. With a higher affinity to spend, most brands are targeted towards millennials. With a large share of young population, apparel has become one of the fastest growing industries in India

E-commerce is a key channel for apparel and the online fashion market was projected to grow 3.5X. To ensure survival in the highly competitive market in the post COVID-19 era, women must leverage tech platforms to expand their reach

- 1 Increased demand for premium and high-end brands**
Indian luxury industry is worth approximately INR 2100 billion in 2019 and expected to grow further.
- 2 Transition from need-based clothing to aspiration-based clothing**
The per capita expenditure on apparel is expected to reach INR 6,400 by 2023, rising from INR 3,900 in 2018.
- 3 Growth of Khadi and other natural fibre related products**
Sale of khadi products grew by 30% from 2015 to 2019.
- 4 Women's apparel is highest growing segment in apparel followed by kid's apparel**
Women's western wear is expected to grow with a CAGR of 22% while kid's segment is expected to grow with a CAGR of 15% during 2018-2023.



Sale of apparel through e-commerce platforms.
E.g. Myntra



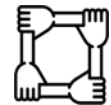
Franchise model and tie up with famous brands such as UCB, GAP



Boutiques, local clothing shops, fashion designers



Innovative pricing strategies such as subscription based models.
E.g. Style Cracker



Collectives / Producer Units that ensure sustainable livelihoods for its members
E.g. Industree

Impact of COVID-19: With large scale order cancellations and supply chain disruptions, the apparel industry has been severely affected, including impact on exports. Largest impact is on the textile sector with medium/long term ripple effects across the value chain and a widespread working capital crunch.

With little to no external funding support, women are unable to scale their business, resulting in high dependence on unpaid labor



Apparel manufacturing

Distribution of women-owned apparel manufacturing enterprises basis sources of funding (n~11,225)

90%

Of the enterprises are **Self-funded**

16%

Of women hiring between 1 to 2 workers relied on govt sources / financial institutions and other sources

Smaller enterprises generally operate out of home and the cost required to set this up is relatively lower. As a result, WEs may be able to start their businesses without external funding support

Distribution of women-owned apparel manufacturing enterprises basis number of workers# (n~11,225)

83%

Have 0 hired workers

17%

Have at least 1 hired worker

Women entrepreneurs in the apparel & textile industry have reported difficulties in accessing cost effective skilled labor, thus relying on unpaid workers

Wholesale, retail enterprises

Distribution of women-owned wholesale and retail enterprises basis sources of funding (n~5,205)

87%

Of the enterprises are **Self-funded**

15%

Of women hiring more than 5 workers relied on govt sources / financial institutions and other sources

With bigger enterprises accessing external funding, there seems to be potential relation between size and funding sources

Distribution of women-owned wholesale and retail enterprises basis number of workers# (n~5,205)

60%

Have 0 hired workers

40%

Have at least 1 hired worker

Apparel wholesale and retail enterprises, unlike the other sub-sectors, display a greater potential for generating employment, with 40% hiring at least 1-2 workers

Textile manufacturing

Distribution of women-owned textile manufacturing enterprises basis sources of funding (n~1,525)

81%

Of the enterprises are **Self-funded**

30%

Of women hiring 1-2 workers relied on govt sources / financial institutions and other sources

While most women rely on savings for funding their business, small businesses with 1-2 hired workers display potential for external funding

Distribution of women-owned textile manufacturing enterprises basis number of workers# (n~1,525)

66%

Have 0 hired workers

34%

Have at least 1 hired worker

To remain profitable in a competitive industry with narrow margins, non-hired workers may be a more favourable option for the entrepreneurs.

Being a non-essential industry, apparel has seen a major slump post-COVID but has potential to capture opportunities emerging from global supply chain and export disruptions



Catering to new demand

COVID -19 has opened up new opportunities for essential product categories like PPE kits, masks etc. Textiles and apparel manufacturers willing to calibrate their existing infrastructure to manufacture these products have a ready global market that is expected to grow over the next few quarters.



Capturing global trade

Traditionally, India has not focused on high growth global categories such as overcoats and blazers. Post COVID-19, exports from these categories from China are expected to significantly reduce. India is in a position to capture a major share of these high valued products.



Supplying raw material

India depends on raw material imports for high valued synthetic products. With supply chain disruption, global industry is expected to witness a vacuum of these products. With the right infrastructure and capabilities investment, Indian players stand to gain considering the abundance of raw materials in the country.



Improving price points

Declining income levels during the Covid-19 era coupled with high inflation have resulted in greater price-consciousness. E-Commerce websites can leverage their discount schemes to further push their sales with the comfort of no-touch delivery as safety measures.

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Beauty and wellness market in India was forecast to reach INR 2,463 billion* by 2024, expanding at a CAGR of ~18.40% during 2019-2024



Demand for corporate wellness programs and at-home beauty and wellness services has been on the rise. Entrepreneurs must leverage new sales channels to avoid saturation through traditional brick and mortar routes

Owing to the COVID-19 market disruptions, entrepreneurs who adapt digitized business models and markets will stand a greater chance of recovery and growth

2989


Number of women owned beauty/wellness enterprises in Bengaluru

67%

Beauty/wellness enterprises of all women-owned BWH enterprises

- 1 **Salon-at-home concept successful proposition in India**
India's salon industry reached to INR 803 billion in 2017-18 and according to the average growth per year, it would have reached INR 956 billion in 2018-19.
- 2 **Rejuvenation segment is no longer perceived as a mere luxury service and viewed as an essential tool to de-stress**
Spa industry in India was valued at INR 110 billion* in 2017 and is among the fastest growing segments in the industry.
- 3 **Steady increase in corporate wellness sector provides high-margin opportunities**
5 million users expected to enter the fitness ecosystem through corporate wellness initiatives in the next five to seven years
- 4 **Increase in health consciousness and fitness enthusiasts in India**
India had about 90 million Health Conscious Individuals (HCIs) in 2019 and the number expected to rise to 130 million by 2020.



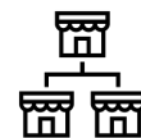

Sale of beauty products through e-commerce platforms. E.g. Purplle.com



On-demand at-home beauty services
E.g. Urban Co.



Omni-channel model which includes online and physical stores.
E.g. Nykaa



Franchise model and tie up with famous brands
E.g. Talwalkars Gym



Customer-friendly pricing strategies such as pay-per-use
E.g. Fitternity



Omni-channel model which includes online and physical presence
E.g. Cult Fit

Impact of COVID-19: The decline in demand for in-person services, increased cost of capital, and limited availability of labour are expected to slow down the projected growth of the beauty sector. Beauty salons are seeing a decline of 60% in footfall as compared to pre-COVID demand. Wellness services have increasingly moved online with yoga and gym instructors, counsellors, etc. providing online classes to mitigate business losses and cater to a growing need for remote wellness services.

Reducing dependency on self-funding will allow women to shift to formal establishments, thus generating additional paid employment in the ecosystem



While most women rely on savings for their capital needs, those who employ more than 5 workers are more likely to have sought external funding for their businesses

Distribution of women-owned beauty/wellness enterprises basis sources of funding (n=~2989)

90%

Of all women beauty/wellness enterprises are **self-funded**

15%

Of women hiring more than 5 workers relied on govt sources / financial institutions and other sources

- Majority WEs rely on self-funding because the start-up cost is relatively low for home-based beauty salons or for freelance professionals.
- Further, it is noticed that bigger enterprises with more than 5 workers demonstrate a greater need for external funding as compared to smaller enterprises

Owing to the nature of the business, women generally take the support of at least 1 member, hired or non-hired, which displays potential for employment generation in the sector

Distribution of women-owned beauty/wellness enterprises basis number of workers# (n=~2989)

50%

Have 0 hired workers

49%

Have at least 1 hired worker

<2%

Have more than 5 hired workers

- Close to 50% enterprises reported hiring at least 1 paid worker within their business.
- Women-owned beauty enterprises, particularly those that run from formal establishments typically generate employment; while home-based businesses are single-worker enterprises.

The health industry needs timely investments to leverage the on-going demand of health products in the post COVID-19 era



Rising cases of lifestyle diseases and the spread of COVID-19 is leading to emphasis on preventive care more than ever. Emergence of telemedicine and home healthcare is an indication of consumer behaviour shift from traditional healthcare

Alternative medicine, home-based care and health counselling services are some of the upcoming business models in the healthcare sub-sector. There is a clear shift towards more convenient tech services which largely remains untapped

1497

Number of women owned **health enterprises** in Bengaluru

33%

Health enterprises of all women owned BWH enterprises

1 **Rise in demand for healthcare due to increase in health insurance coverage and disposable income.**

While 76% of the Indian population didn't have any health cover in 2013-14, the number dropped to 56% during 2016-17.

2 **Popularity of Ayurveda, Naturopathy, Homeopathy**

There has been a growth of 15.38 % in the number of patients treated through AYUSH hospitals and dispensaries.

3 **Home healthcare business model has huge potential and is expected to grow to INR 420 billion* by 2022**

Rising employment has left urban dwellers with limited time to take care of elders and children at home.

4 **Emergence of telemedicine**

Implementation of telemedicine technology could save India INR 280 billion to INR 350 billion* every year.



Home based paediatric and geriatric care
E.g. Apollo HomeCare



On-demand at-home health counselling services
E.g. Healers at Home



Pharmaceutical shops tie-ups with online market platforms such as Practo to provide last-mile delivery



Online telemedicine services especially alternative medicine
E.g. TeleVital

Impact of COVID-19: Online sales for immunity boosters, medicines, personal hygiene products and other medical equipment (e.g. oximeters) have shot up by 20-40% as consumers become increasingly conscious about their health and focus on preventive health measures. With increased pressure on healthcare services due to the pandemic, healthcare business will have to adopt new measures for effective service delivery

Women-owned enterprises in the health industry demonstrate high potential for employment generation but continue to remain small and self-funded

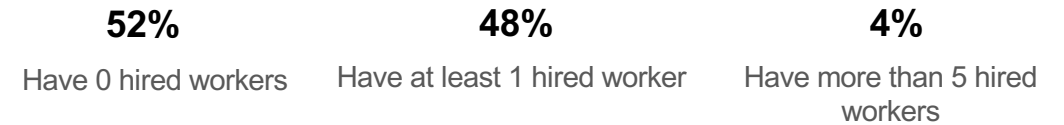
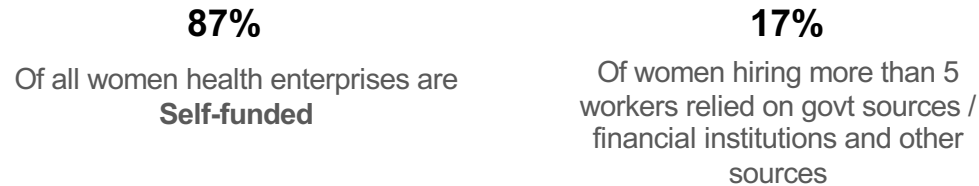


While women primarily rely on self-funding regardless of size of the business, data shows potential decline in reliance on self-funding as women hire more paid workers.

Nearly all women-led enterprises reported leveraging some labor support in their business, whether paid or unpaid.

Distribution of women-owned health enterprises basis sources of funding (n=~1497)

Distribution of women-owned health enterprises basis number of workers# (n=~1497)



Entrepreneurs in the beauty and wellness industry will need to adapt to changing consumer preferences and new business models to survive in the post-COVID world



Capturing new demand

While demand for elective services is decreasing, COVID-19 has opened up new opportunities for essential products such as immunity boosters, personal hygiene products and other medical equipment (e.g. oximeters). Online sales for immunity boosting foods such as health supplements, chyawanprash, health bars, etc have shot up by 20-40%.



Shift to online services

The focus of wellness services is likely to shift to digital modes with doctors and therapists increasingly providing tele-health services and consumers shopping online for wellness products. Digital health platform, Practo has seen an average of over 100% week-on-week growth in teleconsultation, with an increase in the number of doctors joining the platform.



Upskilling of service providers

With increased pressure on health systems due to COVID-19, states and private organizations are increasingly focusing on upskilling their workforce to adapt to the changing climate.



Care model innovation

Patients are increasingly demanding transparency, convenience, access, and personalized products and services. Future-focused care models that leverage people, process, and technology to address evolving individual and group health needs are the need of the hour.

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India's young population, increased spend on education and growing digital adoption continue to influence the growth of the education sector



Bengaluru has witnessed an increase in demand and willingness to pay more for quality private education as the disposable income of the city has seen a steady rise. With heavy investment in e-learning platforms, tech based solutions are the new norm

Digital penetration has reached school children and various schools who are leveraging technology within their curriculum. Further in the post COVID-19 era, all educational institutes have shifted to e-learning as a means of engaging children all over the country

- 1 Shift towards personalisation of lessons based on learning levels**
EdTech, AI to play an important role in bringing this change with Indian the Indian EdTech start-ups recorded an investment of INR 30 billion^ in 2019. COVID-19 has further driven the shift to e-learning platforms
- 2 Increase in demand for tuitions and extracurricular as competition and pressure rises**
Indian private tuition market expected to grow 30-35% in last few years and is estimated to grow to INR 1,700 billion* by 2020.
- 3 Schools focusing on holistic well-being of students**
Schools to invest more in counsellors to ensure both professional, physical and mental well-being of students.
- 4 Continuous learning programs for teachers and emphasis on teacher training and quality**
More schools and parents are looking for highly qualified and experienced teachers for their students.



Life coaches and counsellors



Private tuition teachers



Teacher on online platforms for teaching such as Khan Academy, BYJU's



Vocational training instructors and teacher trainers



Teachers teaching sports, art and other extra-curricular activities

Impact of COVID-19: The prolonged school closures leading to dropouts and decrease in attendance, cancellations of exams have compelled educational institutes to rethink their model. Responding to this crisis will involve a paradigm shift in education delivery with new and innovative methods coming to the fore. Pedagogy is largely focusing on digital/ television/ radio channels.

The education sector shows high potential for employment generation, though the quantum of enterprises are relatively lower



86% enterprises in the primary education sub-sector hire at least 1 paid worker, demonstrating the potential of employment in education

Secondary education shows greater potential for reliance on external funding and high potential for employment generation

Distribution of women-owned primary education enterprises basis sources of funding (n=~795)

Distribution of women-owned secondary education enterprises basis sources of funding (n=~290)

72%

Of all women owned primary education enterprises are **Self-funded**

40%

Of women hiring between 1 to 2 workers relied on govt sources / financial institutions and other sources

79%

Of all women owned secondary education enterprises are **Self-funded**

44%

Of women hiring between 1 to 2 workers relied on govt sources / financial institutions and other sources

While majority women rely on self funding, as their enterprise scales, they are actively seek external funding opportunities through government and financial institutions

Distribution of women-owned primary education enterprises basis number of workers# (n=~795)

Distribution of women-owned secondary education enterprises basis number of workers# (n=~290)

14%

Have 0 hired workers

86%

Have at least 1 hired worker

33%

Have more than 5 hired workers

8%

Have 0 hired workers

92%

Have at least 1 hired worker

69%

Have more than 5 hired workers

Higher concentration of women-owned enterprises which hire greater than 5 workers suggests untapped opportunities to enable existing women-owned enterprises to grow further. Access to capital may be a key barrier impeding growth.

Higher education demonstrates potential for employment generation while other education-related enterprises are relatively smaller



Higher education, similar to primary and secondary, demonstrates potential for employment generation, though total enterprises are the lowest

Distribution of women-owned higher education enterprises basis sources of funding (n=~35)

68%

Of all women owned higher education enterprises are **Self-funded**

45%

Of women hiring more than 5 workers relied on govt sources / financial institutions and other sources

Support education (skilling, training etc) have a higher quantum of enterprises but lower employment generation and reliance on self-funding

Distribution of women-owned other education enterprises basis sources of funding (n=~1040)

83%

Of all women owned other education enterprises are **Self-funded**

26%

Of women hiring between 1 to 2 workers relied on govt sources / financial institutions and other sources

While majority women rely on self funding, as their enterprise scales, they are actively seek external funding opportunities through government and financial institutions

Distribution of women-owned higher education enterprises basis number of workers# (n=~35)

14%

Have 0 hired workers

80%

Have at least 1 hired worker

60%

Have more than 5 hired workers

Distribution of women-owned other education enterprises basis number of workers# (n=~1040)

71%

Have 0 hired workers

28%

Have at least 1 hired worker

5%

Have more than 5 hired workers

To thrive in the post-COVID world, education enterprises in India have an opportunity to redefine service delivery with the help of e-learning and content adaptation



Focus on home learning

Closure of in-person classes are giving rise to home learning support, wherein schools and institutes are working closely with parents and adapting strategies to bolster learning through daily activities at home.



Revamping digital infrastructure

The focus on education is likely to shift from physical to digital assets with state governments exploring the use of low-cost digital platforms for dissemination of learning to the masses.



Adaptation of content

To ensure efficacy, pedagogy and content will need to be revised to adapt to multi-modal learning with the help of digital, television and radio.



Upskilling of teachers

The shift to online modes of learning has increased the need to invest in teacher training and upskilling so that teachers / instructors can respond to the changing mediums of teaching and learning.

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Annexure IV: Segment wise breakdown of key business activities

Annexure V: Acknowledgements



Segment breakdown of business activities - Food

Business Activities	Aspirants	Strivers	Seekers	Achievers
Food Retail				
<i>Running a grocery shop</i>	3	0	3	0
<i>Running a food stall (street vendor)</i>	3	0	3	1
<i>Running a tea stall</i>	0	0	0	0
Food Services				
<i>Restaurant or cafe or bakery</i>	3	0	0	0
<i>Online food business (food delivery business)</i>	1	0	0	1
<i>Offline delivery of tiffin service or baked products/catering</i>	9	4	5	0
<i>Conduct cooking classes/ workshops</i>	3	2	1	1
Food Processing				
<i>Provides packaged and processed food including snacks, pickles, powders, chocolates</i>	9	3	2	4
Total Food related business activities	31	9	14	7

Segment breakdown of business activities - Apparel

Business Activities	Aspirants	Strivers	Seekers	Achievers
Apparel Manufacturing				
<i>Tailoring</i>	10	3	11	0
<i>Making jewelry, footwear, bags, and accessories and selling to other businesses</i>	0	2	0	0
<i>Making jewelry, footwear, bags, and accessories and selling to customers directly</i>	3	1	0	2
<i>Making home decor (cushion covers, bedsheets, etc) and selling to other businesses</i>	0	1	0	0
<i>Making home decor (cushion covers, bedsheets, etc) and selling to customers directly</i>	1	0	0	0
Retail & Wholesale				
<i>Selling ready-made garments to other businesses</i>	1	2	0	1
<i>Selling ready-made garments to customers directly</i>	4	6	2	1
<i>Selling ready-made jewelry, bags, and accessories to other businesses</i>	1	0	0	0
<i>Selling ready-made jewelry, bags, and accessories to customers directly</i>	2	1	1	0
<i>Selling ready-made home decor to other businesses</i>	0	0	0	0
<i>Selling ready-made home decor to customers directly</i>	0	0	0	0
<i>Provides clothes ironing/ washing services</i>	1	0	0	0
Textile Manufacturing				
<i>Manufacturing of clothing and selling to other business</i>	0	3	0	0
<i>Manufacturing of clothing and selling to customers directly</i>	3	4	0	4
<i>Manufacturing cloth</i>	0	0	0	1
Total Apparel related activities	26	23	14	9

*Multiple choice question, therefore figures may not add up to 200

Segment breakdown of business activities – Beauty, Wellness & Healthcare

Business Activities	Aspirants	Strivers	Seekers	Achievers
Beauty & Wellness				
<i>Making beauty products</i>	3	0	1	1
<i>Selling ready-made beauty products</i>	1	0	0	1
<i>Manufacturing/ selling feminine hygiene products</i>	0	0	0	1
<i>Running a beauty parlor/salon/spa</i>	13	5	3	1
<i>Home beauty services provider (services provided at customers houses)</i>	1	0	0	0
<i>Running a fitness centre (including gym, providing yoga classes, zumba classes, etc)</i>	1	0	0	0
<i>Providing fitness services at people's homes/ offices</i>	1	0	0	0
<i>Providing massage services at people's homes/ offices</i>	0	0	0	0
Healthcare				
<i>Nutritionist</i>	0	0	1	1
<i>Ayurveda, Unani and Homeopathy practitioner</i>	1	0	0	1
<i>Home nursing services</i>	0	0	0	0
<i>Physiotherapist</i>	0	0	0	0
<i>Own a pharmacy/Pharma</i>	0	0	0	0
<i>Online health services (including online counselling)</i>	0	0	0	0
Total Beauty, Wellness & Healthcare related activities	21	5	5	6

Segment breakdown of business activities – Education and Other sectors

Business Activities	Aspirants	Strivers	Seekers	Achievers
Primary, Secondary & Higher Education				
<i>Tuition classes to pre-primary students (ages 0-6)</i>	0	0	0	0
<i>Tuition classes to primary students (ages 6-10)</i>	2	1	0	0
<i>Tuition classes to secondary students (ages 11-18)</i>	1	0	0	0
<i>Tuition classes to college students (ages 17 and above)</i>	0	0	0	0
<i>Runs a pre-primary school/ nursery school</i>	0	1	0	1
Other Education				
<i>Career counselling</i>	0	0	0	0
<i>Providing vocational training (including training in computer, tailoring, etc)</i>	1	0	0	0
<i>Providing day care services</i>	0	0	0	0
<i>Providing extracurricular activities such as dance, singing</i>	4	1	0	1
<i>E-learning services</i>	0	0	0	0
Total Education related activities	8	3	0	2
Other sectors				
<i>Car/Bike Rental Services</i>	0	0	1	1
<i>Others</i>	9	2	0	7
Total other sectors	9	2	1	8

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About Global Alliance for Mass entrepreneurship (GAME)

The Global Alliance for Mass Entrepreneurship (GAME) (www.massentrepreneurship.org) is a partner-led platform seeking to address India's job crisis by creating a thriving ecosystem for mass entrepreneurs (ME) in India. We have set ourselves the ambitious target of creating 10 million mass entrepreneurs, 50% of whom are women, by 2030. Being an Alliance, GAME will operate through taskforces - multi-stakeholder groups identifying quick wins, and new innovations, systemic solutions for the ecosystem - and Alliance partners such as banks, tech platforms, entrepreneurship development organisations etc. to scale solutions nation-wide. GAME started in August 2018 after the entrepreneurship ecosystem identified the need for a national convening body to shape the ME agenda. GAME was started by Ravi Venkatesan (former Chairman of Microsoft India), Madan Padki (Founder, 1Bridge and Head Held High) and Mekin Maheshwari (former CPO at Flipkart and founder of Udhyam Learning Foundation).



About Sattva Consulting

Sattva (www.sattva.co.in) is a social impact strategy consulting and implementation firm. Sattva engages with leading organisations across the globe through services in strategic advisory, realising operational outcomes, CSR, research, assessments, and co-creation of sustainable models. Sattva works to realise inclusive development goals across themes in emerging markets including education, skill development, livelihoods, WASH, digital and financial inclusion, energy access, and environment, among others. Sattva Research works on research and insights to influence decision-making and action towards social impact in the ecosystem in Asia. Sattva research has partnered with organisations such as CII, USAID, UNICEF, AVPN, DFID, IDH, Bill and Melinda Gates Foundation and Rockefeller Foundation to publish research, case studies and insights, and engages with sector leaders through roundtables, conferences and impact circles

