



Understanding the impact of COVID-19 on Her&Now women entrepreneurs



Key objectives of the survey:

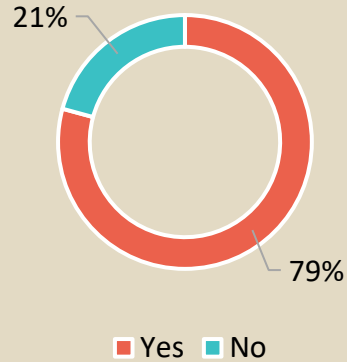
- ▶ Understand the impact of the COVID-19 crises on the businesses of the women entrepreneurs who are part of the first cohorts in the incubation and acceleration programmes in NER, Rajasthan and Telangana
- ▶ Analysis of current financial and non-financial needs in light of the crisis
- ▶ Develop mitigating measures within the framework of Project Her&Now and track their effectiveness.

Sample of the survey:

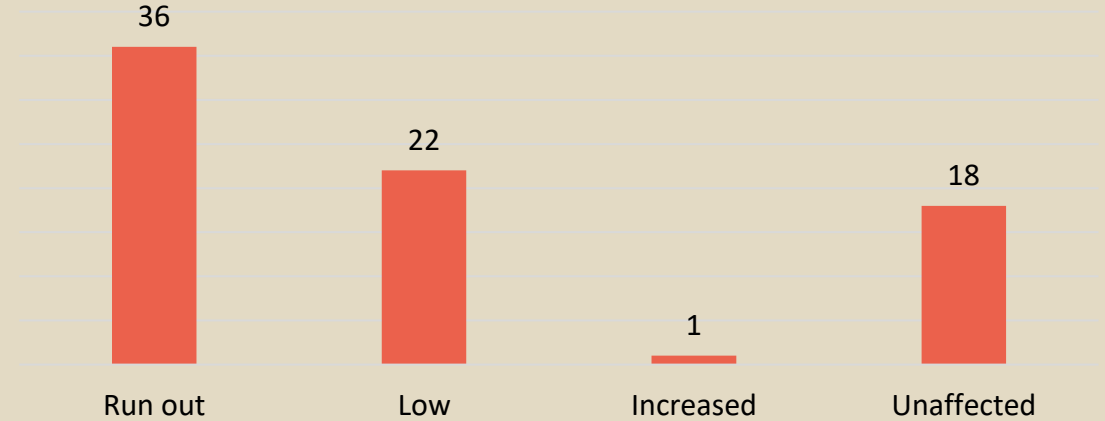
Region	Number of respondents
NER	46
Telangana	12
Rajasthan	19
TOTAL	77

Impact of the COVID-19 crisis on the women's businesses

Change in market/ consumption of products



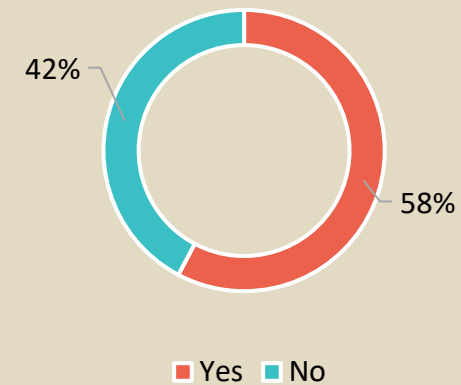
Working capital status



Types of change in market/consumption

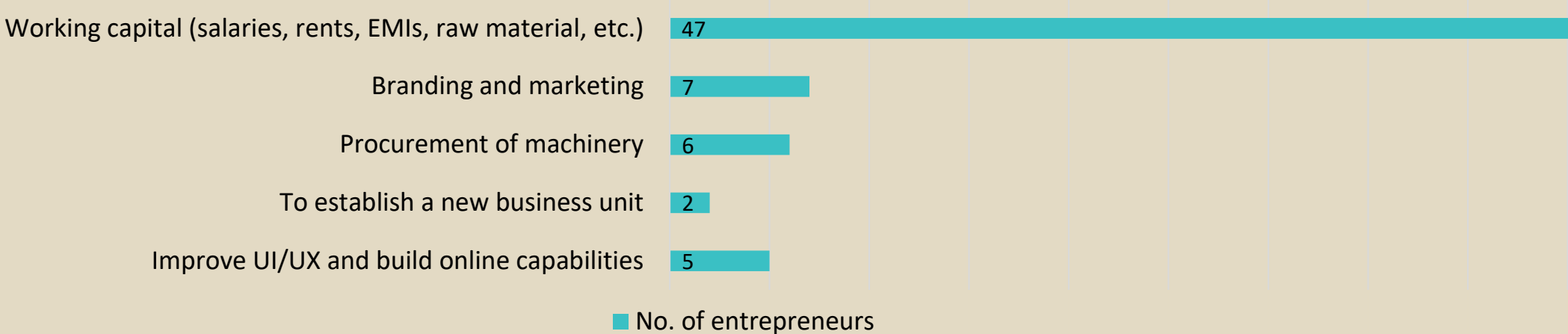


Changes to business model



Current needs expressed by the women entrepreneurs

Financial needs



Non financial needs

